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Electrical Merchandising

McGraw-Hill Publishing Company, Inc. NOVEMBER, 1931 25 Cents per Copy

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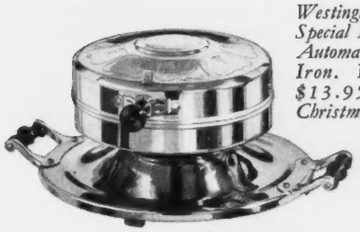

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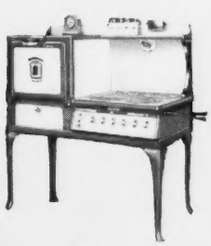

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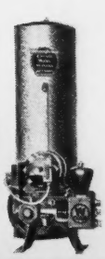

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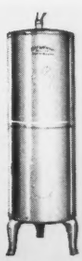

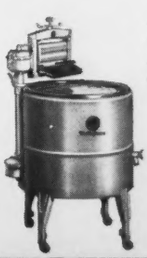

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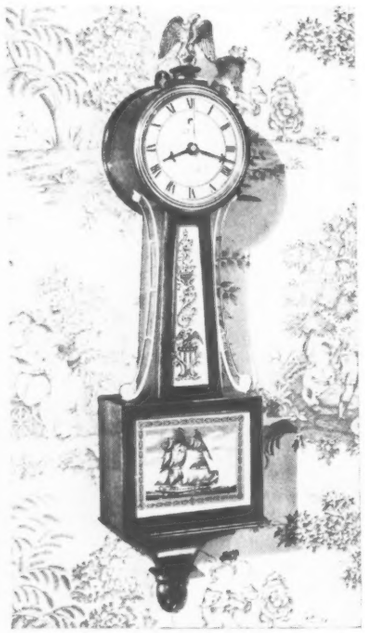

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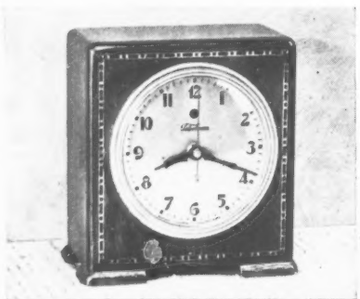

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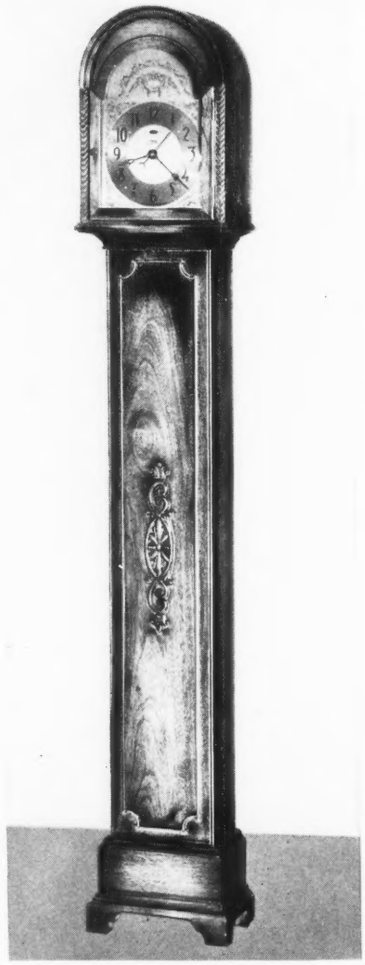

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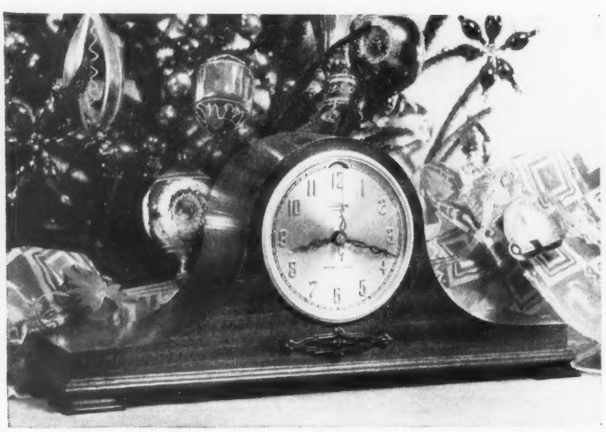

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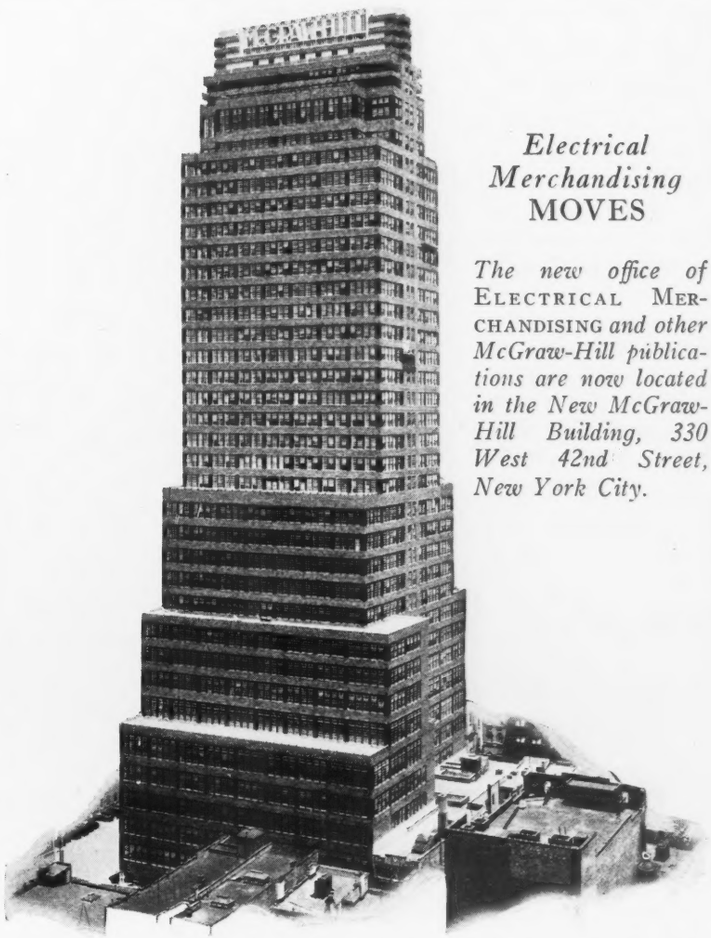

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November, 1931

Electrical Merchandising

Established 1916

McGraw-Hill Publishing Company, Inc.

L. E. Moffatt, *Editor*

Lost: $4,000,000

By L. E. Moffatt

WHAT would happen if the utilities were forcibly evicted from the merchandising business?

Up to the present we have had no facts on which to base our answer. Anti-utility agitators have assured the world that independent dealers, once relieved of utility competition, would sell more goods and therefore build more load for the power companies. Against this contention the power companies have held that their own activities in selling and market promotion increased business for the entire trade—retailers, distributors and manufacturers.

Kansas and Oklahoma are now giving us the answer. I have just returned from these two states where legislation prohibiting utilities from merchandising has been in effect for several months. From dozens of interviews I have gathered the experience of retailers and wholesalers of electrical merchandise under the conditions created by the new laws. These conditions may be briefly summarized as follows:

The legislative action aimed originally at the gas utilities, initiated and promoted mainly by hardware and furniture interests, has had serious and immediate results on the business of the electrical distributors operating in these states and the manufacturers they represent. It has reduced the total appliance business by the $4,000,000 in sales formerly made by the power companies; it has closed over 70 retail stores which the power companies operated; it has thrown out of employment more than 200 active retail salesmen. There are not enough dealers in these states who are sufficiently well financed and manned to take over the promotion and sale in anything like the volume done by the power companies.

The department stores are not actively opening electrical departments. The hardware and furniture stores are seemingly satisfied in having recovered the business of selling gas ranges and gas heating equipment; they are not actively promoting electrical sales. Few new dealers have come into the picture. Farm electrification has been seriously hampered.

IN Oklahoma both gas and electrical utilities have accepted the law without contest. In Kansas the electrical utilities have accepted the law but some gas properties are continuing to merchandise in order to test its constitutionality. The Kansas bill prohibits the utilities even from servicing equipment already sold and complaints on this score from the public have been made to the Utilities Commission.

Kansas and Oklahoma boast only three cities of over 100,000 population. In these cities there have always been a number of successful electrical dealers and departments. Most of the $4,000,000 appliance sales made by the utilities came from the towns of 5,000 to 35,000 population. In these small communities the utility was often the only active merchandiser. With the power companies out of the business and with independent dealers inadequate in number and ability the prediction is made that the chain

Electrical Merchandising Presents and Oklahoma of the Laws Forbidding

stores operated by Sears-Roebuck and Montgomery Ward, which dot this territory thickly, will inherit the largest portion of demand business in electrical appliances. Furthermore, these stores see their opportunity and are extending active sales work toward capturing an increased share of the electrical appliance market.

▼ ▼ ▼

IF, IN the discharge of their duty as regulators of commerce and distribution, the legislators of any state were to prohibit groceries and filling stations from selling food or gasoline, the fixed demand for these necessities would immediately create service through other merchandisers. Electrical appliance distribution, however, cannot be quickly and easily shifted. Washers, cleaners, ranges, ironers are not necessities that must be purchased and consumed. They have a distinct marketing problem of their own, one which has confused abler men than legislators.

It is a characteristic of electrical domestic equipment that demand must be created and maintained by a continuous process of education, promotion and personal selling. The history of electrical development and application from the incandescent lamp down to the latest air conditioning equipment follows a fixed and clearly defined pattern. First there is the period when the product is a scientific wonder, then it is a luxury available to the few but regarded with skepticism by the conservative many, then an accepted but not indispensible service, convenience or economy. Irons excepted, appliances are not staples, they remain in the specialty class demanding highly specialized selling and promotion.

I state these facts not because they are unfamiliar to electrical men, but because it is necessary to keep them in mind in order to understand what is happening in Oklahoma and Kansas where the legislatures have interfered in the course of electrical marketing and electrical market development by making laws which prohibit the public utilities from selling goods.

The Wholesalers Are Hit

GATHERING the information for this report I called upon light and power company executives, on electrical dealers, hardware dealers, chain stores and department stores, on electrical and hardware wholesalers, and on washing machine, radio and refrigeration distributors. I regard the wholesalers and distributors with whom I talked as my most important and reliable source of information. And for several reasons: in the first place, because they are in touch with conditions over a wide territory; again, because they are on friendly terms both with the dealers and the power companies; and, of even more importance, because they are in a position to estimate the amount of business lost through this legislative change, since the loss of business falls directly upon them.

A great many men who have joined in the assault on the utilities, who have advocated putting them out of the merchandising business, have probably not reflected on the simple fact that if the utilities were selling merchandise they were also buying merchandise. If they lose the right to sell appliances, their suppliers also lose. And it happens that when the utilities in Kansas and Oklahoma stopped selling, and therefore stopped buying, the electrical wholesale business in the two States was injured, because the utilities in these states bought practically all their merchandise from distributors located within these states. Furthermore, utility purchases were intelligently distributed so that almost all the electrical wholesalers and distributors shared in this power company business. It is due to this that the wholesalers can say accurately whether or not dealers have increased their business in appliances to take the place of the power companies in the merchandising picture. And the wholesalers definitely state, from their own dollars and cents records, that the appliance business which they formerly did with the power companies has been lost to them and to the industry; that in spite of great effort there is little increase in dealer business as compared with a year ago. They state furthermore, there are few new dealers coming into the picture, and that in some localities, especially in the smaller towns, major appliance business has practically come to a standstill.

DURING the time the power companies were actively merchandising, these wholesalers naturally sought dealer as well as utility business, and naturally there were then and are now dealers who are selling appliances. The situation is made difficult by the fact that the territory is of relatively undeveloped rural character. The towns are small in this part of the country,—a town of 10,000 population is a trading center, and a town of 100,000 is a large city. Distances are considerable. Consider, then, how many and what kind of dealers it is possible to obtain in these small communities which, moreover, have not rich trading areas surrounding them. Many of them are new towns created by the oil fields. The electrical retail trade in these towns is represented by a few contractors and fewer contractor-dealers. The mail-order chain store is often the most ambitious retail establishment.

Electrical appliance business in these places naturally came to the power companies, not only because the power

the First Account of the Effects in Kansas Power Companies to Merchandise

companies were the most active agency in the promotion of appliance business, but because they were often the only stores carrying electrical goods in these towns.

Estimates of the proportion of the business done by the power companies, compared to other dealers, naturally varied. A number of men told me that taking refrigeration and incandescent lamps out, the power companies did 90 per cent of the total business; others estimated their share as three-fourths of the total, and the lowest estimate given me was two-thirds. This is far higher than the average for the country as a whole, and is a further indication that there were few active dealers.

Let me again stress the fact that the appliances sold by the utilities were purchased from wholesalers in the states. Obviously, these wholesalers are now up against a serious loss in their business, and furthermore faced with increased sales expense in the effort to replace a part of it. The wholesalers cannot be blamed for putting all their eggs in the utility basket. It is perfectly plain that there were not enough other baskets.

THE hardware wholesalers feel that time will gradually build up adequate dealer outlets to take care of an amount of business equivalent to that done through the utilities; but even those distributors with the most optimistic viewpoint agree that in Oklahoma the electric range is now a dead item. In this state the power companies had sold about 500 electric ranges a year. This in the face of competition of very low-priced natural gas, is a highly creditable record. But with the utilities out, the range business will drop to nothing. The dealers are simply not interested in promoting ranges.

The prospect of the electric range is slightly different in Kansas. One of the larger companies operating in Kansas instituted a policy of wiring allowances for ranges connected about a year ago. This allowance was extended to sales made by dealers as well as to sales by their own men, and they are continuing these allowances now that they are out of merchandising. It was felt by one large wholesaler in Kansas that wiring allowances would permit the dealer to sell the electric range. Especially as the power company was actively cooperating with cooking schools and advertising. This wholesaler felt that due to the allowance policy range sales in Kansas might hold 50 per cent of the former total.

To sum up the wholesaler's experience: he is facing a heavy loss on what had been a profitable part of his business. His dealer prospects are neither sufficient in number, size nor financial responsibility to buy anything like the same amount of goods from him that the power companies have bought. His sales expense and financial risk is increased due to the fact that he is creating new dealers. He is going grimly ahead, endeavoring to find outlets for the manufacturers he represents, but he rightly feels that the rock aimed only at the utilities has hit him as well.

What the Utilities Are Doing

THE power companies in Kansas are not now selling anything. The Kansas bill was more stringent than the Oklahoma bill. In Kansas the utilities are not permitted to sell even a length of cord or a heating element needed to repair an appliance. The electric utilities in their policy of strict observance of the law are therefore constrained to refuse service on the merchandise they have sold, and this naturally has made no hit with the public.

Power company employees faced with an irate customer must patiently explain that under the law they can sell nothing, no matter how essential to keep a piece of domestic machinery running. This is often the first time the customer has even heard of this law, and many a customer has sent in a tartly worded complaint to the public service commission.

In Oklahoma at the present time the companies are finishing up the process of liquidating their retail stocks of merchandise. Under the more liberal act passed in that state the utilities are permitted to sell the merchandise on hand at the time the act became operative. They are also permitted to service appliances and sell the necessary parts for a service job.

THE stocks which the Oklahoma companies had on hand have been withdrawn from their branch stores, and moved to the stores located in the larger cities. Judging from my personal observation, these stocks are being pretty well cleaned out. They are being offered at reductions not larger than would be customary in ordinary stock clearance. Several dealers stated to the writer that one of the reasons why they were showing little or no increased activity in selling electrical appliances was that they had no chance competing with the power companies' price reductions. On the other hand, a large department store in Tulsa, which has recently been taken over by Sears, Roebuck & Co., were clearing out a stock of heating appliances at reductions in many cases more drastic than the power companies were offering on similar goods. Yet I didn't hear this Sears, Roebuck sale used by dealers as a reason for their own limited sales activity.

THERE were in all about 70 stores mantained by power companies in Kansas and Oklahoma. As is usually the case with power company display rooms, they were well located and attractive in character. Investment in these stores, of course, has been destroyed by the legislation, and it is becoming a good deal of a problem with the utilities as to what to do with them. Local real estate interests object to their being put on

the market. They are much larger and more elaborate than is necessary for the power companies' routine business of applications and bill paying and only a few of them can be effectively used in merchandising promotion for the dealers.

In the larger cities these stores will continue to be utilized for a time at least in a succession of shows put on by the local dealers—refrigeration shows, radio shows, etc. Consideration has been given to the question of maintaining these show rooms for the purpose of displaying merchandise placed there by the dealers. Dealers have not been particularly enthusiastic about this for the reason that they do not want to maintain an investment in merchandise on display in a power company show room, when there is no possibility of a sale being made there. As the companies interpret the law, they would be permitted to display appliances furnished by dealers in their show rooms, but would not be permitted to have sales people in the show room who could complete the sale. Where merchandise is being shown for the dealers, the power company maintains women attendants who can explain the function of the appliances and refer any interested parties to a list of dealers in the town. It would appear that little good can be accomplished by this form of passive display, and in all likelihood these stores will gradually be leased or sold by the power companies to other businesses.

AS THE stores are closed up, the salesmen, both inside and outside men, have been discharged. It is difficult to get an exact estimate of the number of salesmen now out of work in these two states who were formerly employed on a salary basis by the power companies and engaged in selling substantial quantities of electrical equipment. But comparing the list of the men that the companies had employed previously and allowing for those who have been turned over to other organizations, it is conservative to state that over 200 able appliance salesmen are now out of work. The companies have endeavored to transfer these men to dealers, but dealers had their own organizations. Further they are not now inclined to make an investment in additional men, just as they are not inclined to make additional investment in merchandise lines.

Some of the men have gone to work as salesmen for dealers on a straight commission basis, but it is reported that this has not worked out very satisfactorily. A few men only have been kept at work through the reduced organization that the power companies are maintaining for purposes of dealer contact and cooperation. The companies have all set up these organizations which they are trying to make as effective as possible. The hampering difficulty here is the suddenness of the change; also they are having to proceed very carefully, avoiding doing many common sense things, simply because the needed and common sense thing would be actual help in actual selling. This the power companies cannot do, they are limited to educational contacts and the effort to persuade responsible dealers to enlarge their selling activities.

A typical example of this kind of work is one company in Oklahoma who have several men who are now cooperating with manufacturers in the effort to establish new dealers for lines which were formerly featured by the power companies. They are also working with department stores in the effort to interest them in setting up complete electrical departments; an important activity also is working with small town dealers to extend the number of lines and the amount of merchandise carried and to induce them to undertake outside selling.

Home service departments are also being maintained continuing a program of educational meetings and cooking schools and contact with the homes. These home service women follow up sales by dealers and teach women customers how best to use such appliances as ranges, refrigerators and ironing machines.

Both the home service women and the headquarters staff of men are running training schools for salesmen. At Wichita, for instance, the company has had a series of such schools for dealer salesmen. This company enlisted the cooperation of one of the larger range manufacturers and reports good progress in getting over the electric range idea and the technique of its sale to the dealers and the salesmen who attended.

The Oklahoma Gas & Electric Company are now putting on an incandescent lamp campaign operating through dealers. This campaign is carefully gotten up along the lines that have proven successful in company campaigns through their own sales force; the dealer receiving the same kind of education and stimulation that company salesmen ordinarily would.

One of the most complete plans has been developed by the Western Power Light & Telephone Company at Salina, Kansas. This company sets up its objective as wiring old homes, selling additional wiring, selling lamps and selling appliances. The method of creating actual business in wiring, utilizes employees of the power company to develop prospects. The employee reports a prospect to the company salesmanager who turns this prospect over to the contractors, the company paying the employee for the prospect. In each community organizations have been formed to conduct lamp campaigns. The company pays the organization 6 per cent on all sales and the lamp dealers pay 3 per cent. The plan of this Kansas company also includes promotional salesmen who are paid a small salary by the power company and a commission on completed sales by the dealer.

Successful organizations whether they are for the purpose of selling directly or for the purpose of promoting sales through their own agencies cannot be called into being over night. A functioning organization and a working plan are both products of development. The present plans of power companies in these two states are tentative. The companies are trying to find means by which they can stimulate the movement of electrical appliances into homes. The present methods will undoubtedly be much modified; many changes will be introduced before they will function with anything like efficiency.

IN ANY event, the cost to the power companies of maintaining these organizations, and the cost of advertising which will certainly not be less than in the past, plus the carrying charges on unoccupied sales rooms will certainly call for an increase in expenditures for commercial promotion.

Part of the attack on the power companies has been that they lost money on their merchandising operations and that this loss charged against operating expenses, effected the companies' rate structure. The total of promotional expense under the new dispensation will be larger than merchandising losses have ever been. They will of necessity be charged into operating account.

Commercial expenditures will therefore continue in these states and effect rates just as little as they have in the past. Furthermore, it will be a long time before sales under the new system will equal sales under the old and the decrease of rates made possible by increasing domestic usage will be to that degree retarded.

The Dealers' Response

AS for the dealers, they are pretty well satisfied. And one of the things that an electrical man needs to be reminded of is that the gas utilities and the dealers in gas appliances are a part of this disagreement—very much a part. It was the general testimony that the legislation came about in the first place because of discontent with the gas companies' policies. That there was no specific unfriendliness toward the electrical utilities and much bitterness toward the gas companies. The hardware and furniture trades led the fight. They were interested then as they are interested now in gas stove and heater business which they have always handled. Now, they have this business back and the bill therefore has accomplished what they wanted from it.

On the other hand, I found a number of dealers who considered the problem of power company merchandising from a rather abstract point of view. They wanted to argue it as a matter involving the ethical right of any public service company, with profits guaranteed, engaging in competition with the independent retailer. Many men, I believe, supported the measures with this ethical concept in mind. They were not concerned primarily with the benefit that might come to them individually if the utilities were out of the field.

But whatever the reasons back of the support accorded these prohibitive measures, one thing stands out: Not many new dealers have as yet come into the selling of electrical appliances. One large refrigerator distributor is opening two appliance stores carrying a full line; in one Oklahoma town, two former utility salesmen have gone into business and opened a good store; in one Kansas town a dealer has taken over the utility store and extended his merchandise lines.

Distributors with a lost business to replace, look to the established merchant, however, to play the leading part in the appliance picture. Let me briefly report the point of view of three such established merchants:

(A) is a long established hardware and house furnishing store in one of the cities. They have always handled a full line of electrical appliances. Recently they have extended their major appliance department somewhat, adding several outside salesmen. The able, energetic manager of this store told me that he was sorry to see the utility out of the business. The power company advertised a waffle iron, for instance, at $12. which had a tendency to establish that price in the town—when he offered a special waffle iron at $6.90 it appealed as a bargain.

(B) is a department store in another city. The store has taken on but one additional appliance since the power company stopped selling. This additional appliance is the refrigeration line the power company had handled. The merchandise manager stated the store had done a fair volume in refrigeration. Asked whether other electrical lines would be added, he was not at all certain. The reason according to the merchant was that the profit offered was not attractive. "The power company could not make money out of them," he said, "I don't think we can either."

(C) is a music merchant in a third city, a long established, well managed, well located house. Of all the dealers I talked with, this man showed the greatest interest in capitalizing his opportunity. He has handled a line of electric refrigerators for a year and has recently added washers and ironers. An outside selling organization is being built up and one floor of the company's five stories will be altered and equipped with a display of appliances. He expects to handle a full line, but is adding only one new appliance at a time. This man is a good merchant and will make a success of it.

Sears, Roebuck and Montgomery Ward, of course, are important elements in the picture. Both have large and impressive stores in the bigger cities of the two states and a number of stores scattered through the smaller trading centers. They are both actively going after appliance business. Sears have a refrigerator and an electric range as well as washers, ironers and other appliances. And they are making a success in the appliance business.

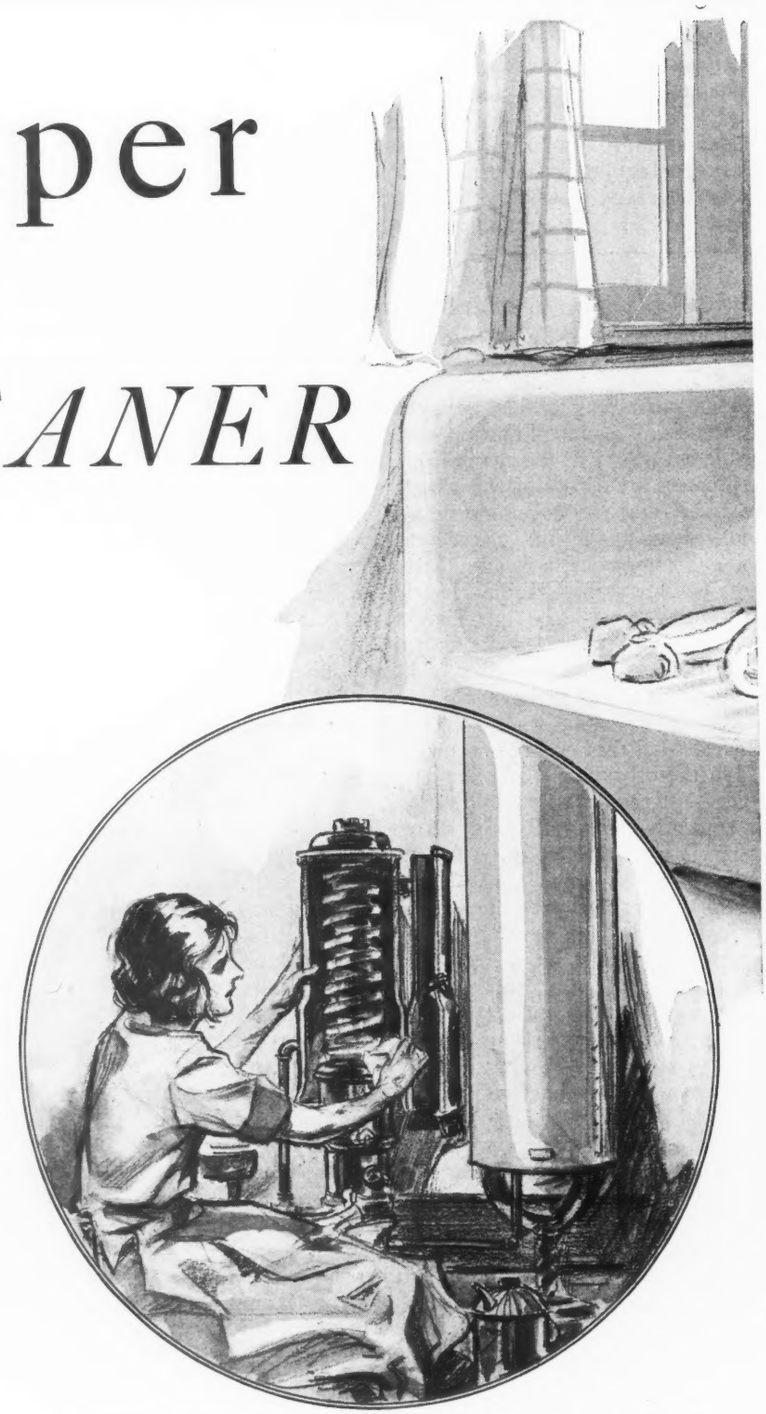
To sum up, then: There are good dealers in these states—but not enough of them. New dealers must come into the business. Manufacturers and distributors will extend their resale operations. New and active electrical departments will be operated in department and general stores. The cooperative machinery of the power companies will get itself organized and functioning. All this will take place and all this will take time.

▼ ▼ ▼

THE conclusion of any fair-minded observer must be that these laws are economic blunders. They have destroyed a large volume of business; at a time when employment conditions are a matter of national concern they have thrown men and women out of work; with real estate markets at a low ebb they have closed up stores; supposedly championing the interests of the small independent merchant against a great competitor they have created conditions which are of advantage mainly to the chain stores of the great mail order firms. And not less important they have deprived the public of the benefits resulting from an increasing use of electrical equipment which brings with it a regular reduction in the cost of electrical service.

The anti-utility merchandising laws in Kansas and Oklahoma are useful in but one way: they serve as an object lesson in the unfortunate results that follow legislative interference with the natural course of electrical appliance distribution.

Cheaper and CLEANER



The following article, the sixth in a series by Mrs. Ralph Borsodi, expert on home economics, gives the experiences of one family in the problem of providing a satisfactory and economical supply of hot water. The point brought out most emphatically by Mrs. Borsodi is that electric off-peak water heating not only provides abundant hot water with a minimum of trouble, but that it is actually cheaper to operate than competing types of equipment.

An estimate of comparative costs of the various types of service is included.

EVERYBODY in America is entitled to an American standard of living, and this standard has come to mean comforts which the average city dweller, living in a modern apartment house, enjoys without responsibility although not without price.

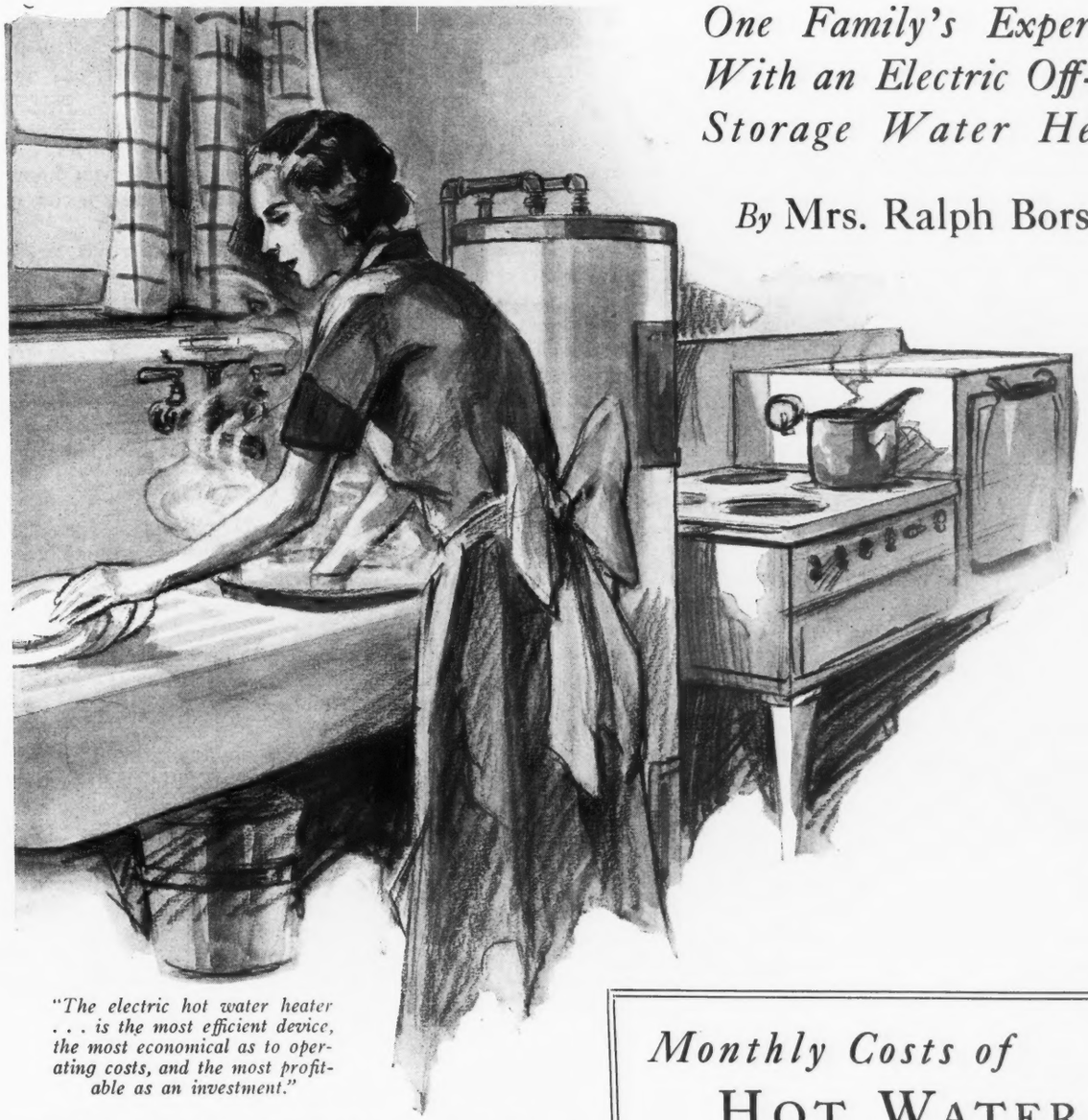
For the many millions of people who live in the country, both those who make their living from farming and those who are close enough to cities and town to work in them, the question of how to procure these comforts individually and economically in their own homes is obviously important. But it is even more important to the manufacturer of domestic appliances. I believe that one of the greatest opportunities for extending the business to which *Electrical Merchandising* is devoted, is to be found in supplying the machinery and appliances which are needed for heating, for pumping water, for hot water, etc., in such homes. I believe this because the existing and potential market is a very large one. Hundreds of thousands of such homes do not have these modern comforts because the bulk of the men and women of the country believe that they cannot afford them. A great many families would, I believe, move out of the small quarters which are all our big cities provide, if they were shown that it is possible to have all the comforts of the cities running hot and cold water, electric light, central heat, etc., without having to pay out money which they cannot afford.

"If we forgot to change the wicks, they crusted in and I have frequent memories of broken nails and torn fingers which resulted from the struggle to remove them."

Virtually no real information on the economic aspects of this subject now exists. As a result, advertising and selling appeal of manufacturers making domestic machinery is weakest where it should be strongest. There is a great abundance of attractive advertising matter which describes the comforts which can be secured from the use of these conveniences, there are surveys and even books dealing with detailed aspects of the question. But when we undertook to modernize an old-fashioned country home, over ten years ago, we found nothing which

One Family's Experience With an Electric Off-peak Storage Water Heater

By Mrs. Ralph Borsodi



"The electric hot water heater . . . is the most efficient device, the most economical as to operating costs, and the most profitable as an investment."

told what we could really afford to use and what we could not. And not much more is to be found today. How we undertook to solve the hot water question for ourselves may prove of value as a suggestion to manufacturers and merchants who would like to cultivate this market.

When we first were confronted by this problem, we had to turn down the most comfortable ways of solving it, because we had no gas, and the electric hot water heater had not then been developed. Furthermore, we had to make ends meet on a small income out of which we had not only to meet current expenses, but also pay for our home. Our ability to buy domestic appliances at that time was not unlike that of the majority of people in this country today.

The first question to which we tried to get an answer seemingly had little to do directly with the practical problem with which we were confronted. We had always had hot water in a city apartment before we entered upon our adventure in homesteading along new lines. We were able to afford it in the city, but how much had we paid for it? Certainly the landlord had not provided it for nothing. All we had paid was rent, but a part of the rent must have been for hot water. Common sense told

Monthly Costs of HOT WATER

	Gas at $1.80	Coal	Kerosene Gas	Kerosene Wick	Electricity Controlled Service 1½c. Kw.-Hr.
Fuel	$4.89	$4.25	$4.55	$6.78	$5.00
Labor @ 50c. per hr.	.....	5.00	5.00	3.75	.....
Interest @ 6%	.82½	.15	.30	.17½	.67½
Deprec. 5% to 15%	1.03	.25	.50	.35	.84
Maintenance	.....	.....	.....	.20	.....
	$6.75	$9.65	$10.35	$11.26	$6.52

I want to again make the point that these figures are those which I used in coming at decisions for my own home. They ought not to be considered representative of all conditions for that reason. They do, however, show how we ought to approach the problem of proving the low cost of the most efficient device and the line along which comprehensive research is needed.

us that this was so, but there was apparently no way of getting at the actual figures. Having been accustomed to know definitely what various services cost, we were obliged in this particular instance to proceed without any previous experience to go by.

I have been experimenting with an electric hot water heater for too short a time to have developed figures on costs to such a point of accuracy and detail as in the case of other appliances which I am using in my home. But as far as I have gone, it seems to demonstrate once again that the most efficient device, taking every factor into consideration—is also the most economical as to operating costs and the most profitable as an investment. No matter how much more it may represent in first cost than the less efficient device, it is not a luxury but a profitable investment.

Of course, we long ago demonstrated to our own satisfaction how much cheaper it was to produce hot water for ourselves than to buy this service, made by "mass production" methods, in an apartment house. Difficult as it is to make an estimate of what part of the rental of a modern apartment represents the charge for hot water, there is no reason for doubting that the same general principle would apply to this service that applies to all the others which I have analyzed. In buying hot water service this way, the overhead and the distribution cost, not to say anything about the profits of the landlord, are certain to make it much more expensive than to produce one's own.

Our own personal experiments with the various methods run about as follows: Because it was the least expensive to install, I started with a small coal heater in the cellar. This proved inexpensive to install, and inexpensive to operate, taking only about one-half ton of coal a month which cost on an average of $9.50 per ton over the period of experiment. However, the fire had to be attended to morning and evening.

In an effort to get rid of this slavery we installed a kerosene heater—without wicks. Because the kerosene was not perfectly clean, the burners frequently crusted, thus interfering with efficient operation. True, we had hot water almost continuously, because we had only to fill it once in the 24 hours, still it involved the buying of a gallon of oil a day, at a cost of $.17 cents per gallon, and we still had the unpleasant "chore" of filling it daily and cleaning it occasionally.

Next we tried a kerosene heater with wicks. Here the results were better, but still in view of the fact that the kerosene was not perfect, there was a crust which formed on the wicks, making it necessary to change them every few days. If we forgot to change them they crusted in, and I have frequent memories of broken nails and torn fingers which usually resulted in the struggle to remove the wicks. Yes, the manufacturer had built a heater which would function, but he had not anticipated that the wicks would have to be removed under such circumstances and had made no provision for it.

AT this stage of the experiments we decided to try an automatic electric hot water heater, using an off-peak rate granted for this experiment by the local power company at 1½ cents. Of course, the slavery to the heater immediately disappeared, but we held our breath until the first bill came through. There were six in the family; two baths; many guests, and complete laundry. Every time I heard the hot water faucets going, I wondered about that first month's bill. We were pleasantly surprised when it came through, and hence learned that it cost us no more than we had been paying for kerosene.

Our experiment with the electric off-peak hot water heater in comparison with a kerosene heater, has thus far demonstrated an actual saving as between current and kerosene. If this continues and the calculations as to time, saving, etc., are also taken into account, there is no question that it will prove a good investment even though the initial investment in equipment represents a cost of over four times as much as the kerosene heater.

Water is heated for the home in such a great variety of ways that considerable research would be necessary to produce complete data. There is the old hot water reservoir on the kitchen stove; the hot water tank attached to the fire box of the kitchen stove; the small coal stove in the basement with its consumption of a scuttle of coal a day; the oil heater with wicks, the oil heater without wicks; the gasoline heater, gas heaters of automatic and manually operated types and the various types of electric heater.

OUR experiments have thoroughly satisfied us that both the investment in appliances for furnishing home utilities and comforts, as well as the cost of maintaining them is quite within the means of the average family in this country. But in talking with many women who do not have many of these comforts in their homes, I have found the belief that they cannot afford them. A very real, and I believe the most important, obstacle to their purchase of them. Indeed, friends of mine who live in city apartments and in apartment hotels, where they pay much more for these comforts than I do, list the high cost of installing these appliances, of operating them, and of caring for them, as one of the reasons why they will not consider living in country homes themselves. This is particularly true of running water—which in the country means a pumping system and a well. Yet where we figured out how much our running water cost us with an electric pumping system we found it was 23% lower than the cost of water to friends of ours within the village limits who secure theirs from the water mains facing their home. And yet they had only an average 50x100 plot. Had they a really large plot of land, the cost of securing water would have been startling if figured out.

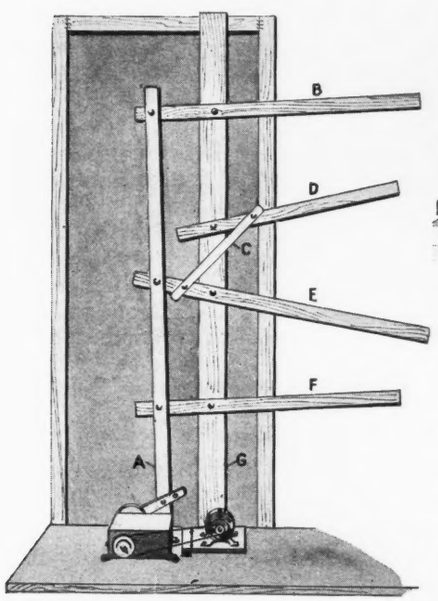
Considerations such as these have been behind all our experiments in deciding to produce for ourselves and with our own equipment which I have called the home utilities. We are satisfied that we can run our own steam heating plant for less than we should have to pay if we were to secure it from a central heating system in an apartment house. We are satisfied that we can heat our own water at a lower cost, than we could secure it by turning to the "mass production" of hot water. We are satisfied that our own incinerator and sewage disposal system costs us less than to pay taxes and other costs for having these things done for us in the average city.

All of which is part of the practical problem of persuading people to use domestic machinery. If the sales resistance to the building and equiping of such homes as I advocate is strong; if women and men think it cheaper to rent than to build; cheaper to eat in restaurants than to cook at home; cheaper to send wash to the laundry than to do it at home; cheaper to buy ready made clothes and factory furniture than to have a sewing machine and a workshop and to make them at home, it is because our schools, our newspapers, our women's clubs but above all the manufacturers of domestic equipment and appliances have failed to preach the gospel of home production.

WIND *in the* Window

A XMAS TREE *that really sways adds life and color to this* ACTION WINDOW

How the window looks from the front. The branches of the Xmas tree sway up and down as though in a light breeze. The display is admirably suited to small appliances, important gift items during the holiday season.



How the "tree" looks from the rear. The strip of wood "A" attached to the crankshaft arm provides motive power to the branches.

By I. L. Cochrane

A CHRISTMAS tree is almost an indispensable part of the Season's decorations, both in the store window and interior. The tree and its gay trimmings most truly symbolizes the idea of giving, but a mere tree, natural or imitation, has mighty little attraction because there is no novelty. However, here is one that is not only novel but its four branches are *moving*. It is a tree in action. The branches showing are continually moving; not in unison, but haphazardly in a pleasing way as though agitated by a gentle, eddying current of air. And the construction is simple.

Use an eighth-horsepower motor and a 100-to-1 Boston Gear Works reduction box, belted together as shown in the diagram. More details of this combination (which is the foundation unit of any action display) are given on page 42 of the August issue of *Electrical Merchandising*.

To the crank-shaft arm attach a 2x1 strip of wood *"A"* and pivoted to branch *"B"* at the top. Branches *"E," abd, "F"* are also pivoted to *"A,"* but you will note that branch *"D"* receives its motion by cross-arm *"C,"* between branches *"D," abd, "E."* Also this cross-arm is pivoted on opposite sides of upright *"G."* By this trick, and placing all branches at slightly different angles, a haphazard waving of the branches is accomplished. Also note the *"G"* is nailed over top and bottom, in order to allow underneath space for protruding bolts.

Branches are finished on the front side with cut-out and painted beaverboard to impressionistically resemble four branches of a Christmas tree. Two or more electric candles are placed on each branch, and the whole may be trimmed with tinsel and other suitable material. The posterized head on the left is a water color, but a colorful lithograph may be neatly cut out and mounted in order to save time.

While this display featured the Hoover, yours may be designed to present any item, or a number of items, by a change of copy and merchandise displayed. If a range of small appliances are shown attach three or five shelves to the bottom part of the right-hand panel for a further artistic display of units. Pick your own slogan to replace the Hoover copy, but "Electrical Gifts Are So Useful" is suggested.

This is another Action window by Dave Congress, of the Queensboro Gas & Electric Co., Far Rockaway, N. Y. Wherein he has combined merchandising displaymanship with a knowledge of engineering principles as applied to display animation.

For the HEALTH *market*

With the development of the S-2 sunshine lamp, the health market takes on new life; 18 manufacturers cooperating on market development and advertising program; technical specifications of the new lamp

THERE has been considerable speculation in the electrical merchandising field during the past year or two as to the probable future of the health lamp business. Many have been prone to look upon this merchandise in the same light as the electric exerciser and to prophesy for it a similar brief but passing glory on the selling stage.

"Lots of popular appeal," they said, "But it can't last. People fall for this health stuff for a while but they soon get tired of it."

But the public taste, as has been pointed out on more than one pertinent occasion, is not susceptible of estimates on snap judgment. In the health lamp field, at least, the business seems to be opening up. Popular interest in the use of ultra-violet radiation has enjoyed a steady progress. With the continuous development of equipment in health lamps for the home, the business has forged ahead slowly making for itself a solid position as necessary and valuable equipment for the home.

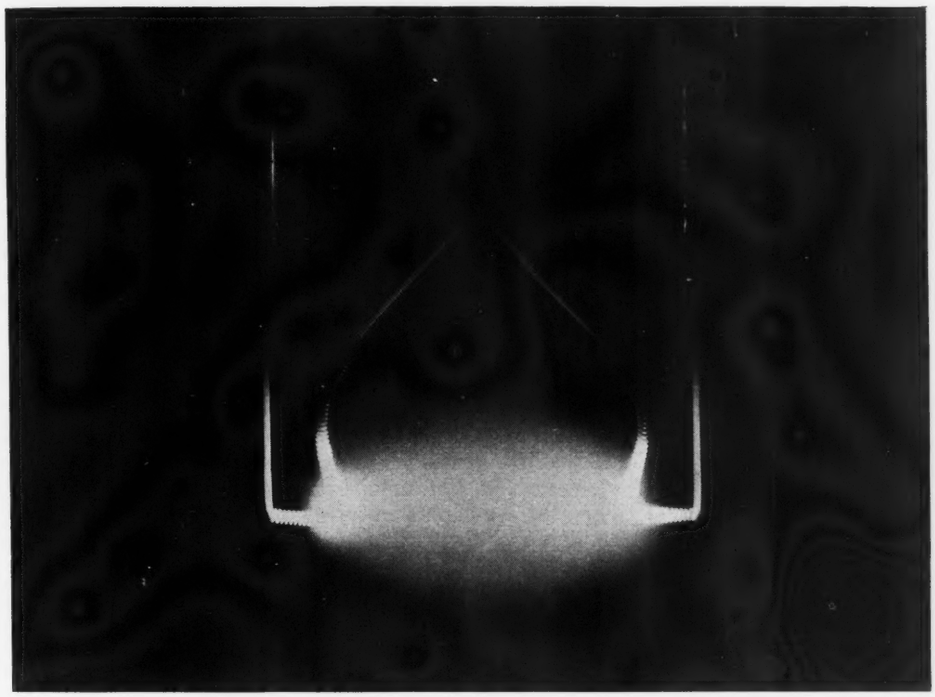
Public interest in the use of ultra-violet radiation undoubtedly owes much to the pressure of propaganda being put upon the consumer by advertisers and manufacturers of other products. It might almost be said that the advertising fraternity hadn't really discovered the sun until the year 1930. But almost every variety

In
The Home

A table model fixture for new sunshine lamp. Note heavy base for transformer. (Courtesy, F. W. Wakefield Brass Co.)

In
The Office

A desk type fixture for the office (lamp shows in upper right hand corner (Courtesy, General Electric Co.)



By
Laurence
Wray

The type S-2 SUNSHINE LAMP

Left: How the mercury arc forms with tungsten filament in the new lamp.

Below: The type S-2 resembles an ordinary lamp bulb.

of food product, from wheat biscuits to cod liver oil carries the message in these enlightened days, of "Sunshine vitamins." Even the introduction of a window glass which will not screen out the precious rays, contributes to the general interest which natural and artificial sunlight enjoys today. And there are no signs of any abating of the public appetite for these commodities. They want their ultra-violet, their tan and their vitamins in increasing quantities.

If the latest and most significant contribution to the field of ultra-violet radiation, lives up to its commercial possibilities, they are going to get 'em! Here, in the type S-2 lamp, developed in the laboratories of the lamp companies, artificial sunlight in the home, the office, the institution, the factory, is at last freed from many power complications. Here is a mercury-arc, tungsten filament lamp with an oxidized aluminum cap which in appearance does not differ radically from an ordinary lamp bulb. The new sunshine lamp bulb emits a sufficient intensity of ultra-violet rays and yet for dual purpose lighting, is not too intense where the subjects would ordinarily be required to endure continuous exposure.

A ceiling type fixture for use in home or office. (Courtesy, The Miller Co.)

A decorative stand with transformer base for the new sunshine lamp, (Courtesy F. W. Wakefield Brass Co.)

In other words, we are provided with a socket type lamp bulb, which can be used under any conceivable condition, which emits in sufficient intensity the much prized ultra-violet, and yet which only costs one and a half cents an hour to operate. Operating characteristics have made it necessary to provide the new S-2 sunshine lamp with a base approximately $\frac{1}{8}$ in. greater in diameter than ordinary sockets to prevent S-2's from being placed on standard circuits which would result in failure of the lamp and blowing of the fuse. With a compact transformer the new lamp is available in floor and table lamps, for special light-weight health lamps, for wall brackets, overhead fixtures, office lighting and almost every conceivable use to which ordinary lighting is put at the present time.

The great market which the new sunshine lamp opens up has naturally created a demand for the lamps, stands, wall brackets, etc., equipped with transformer and requisite socket. Manufacturers, sensing the inspired demand to come, began singly to produce the necessary fixtures. Since then, however, they have entered into a cooperative agreement in which eighteen leading makers of this equipment, will contribute to a program of market development and advertising to further their common interest. All are contributing to the costs of the joint operation in proportion to their respective business in the ultra-violet field; all, too, have agreed to submit to the lamp laboratories samples of their fixtures for test-

Comparative Data on Sunlight Lamps S-1 and S-2

Type	S-1	S-2
Watts, lamp alone	315	130*
Watts, with transformer	450	175
Volts (starting)	30*	30*
Amperes (starting)	9.5	2
Volts (operating)	10.5	15*
Amperes (operating)	30	8.5
Maximum overall dimensions in inches	$6\frac{7}{16}$	$4\frac{7}{8}$
Bulb diameter	$2\frac{3}{4}$	$2\frac{1}{8}$
Light center length, inches	5	$3\frac{3}{4}$
Base	Mogul screw	Special screw
Lumens per watt**	16.5	12–13
Relative UV output in terms of S-1	100%	50%
List price	$7.50	$3.75

*Approximate figure. **Lamp alone.

Important

The operating characteristics of MAZDA Sunlight lamps Types S-1 and S-2 are such as to require a special transformer (to provide one voltage for starting and another for operation) to deliver proper current to lamp.

The lamp operates on A.C. current. The fixture, therefore, should deliver current to S-1.

ing and authorization for manufacture. With full-page advertisements in leading national publications, the new business of selling sunshine to the home, and the office has begun in earnest. Here is the sort of commercial opportunity which alert dealers, distributors and central stations can scarcely afford to overlook.

In order to more fully acquaint the reader with information on the operating characteristics of the new type S-2 sunshine lamp we are appending here a summary of important data on the first of the two sunshine lamps—the S-1—designed for higher intensities, for specially constructed units.

Reflector Characteristics

THE proper contour of reflector will vary with the particular use to which reflector is to be put. Obviously a floor or table unit intended for the irradiation of a single individual (usually not for more than a third of the body) should carry a reflector with a narrow distribution of radiant energy. Reflectors for ceiling units in solaria for school rooms, gymnasiums, etc., should be designed to give a wide distribution.

In case of doubt as to proper layout and reflector design for solaria and where groups of individuals are to be irradiated, free service will be rendered by the experts of the lamp manufacturers.

The proper reflector for re-directing the ultra-violet radiation efficiently from any source must have more than mere good contour. The nature of the reflecting surface is of paramount importance.

Surface materials commonly used for reflecting light rays, such as porcelain-enamel finishes, have been found to be unsatisfactory as efficient reflecting agents for ultra-violet radiation.

Exhaustive research at the Lighting Research Laboratory at Nela Park and elsewhere conclusively show that ultra-violet rays are readily absorbed and not reflected by most materials. At the present moment, however, the most efficient and practical U-V reflecting materials are:

(1) Oxidized commercially pure aluminum.
(2) Polished chromium.

Oxidized commercially pure aluminum—is easily obtainable; relatively inexpensive; easy to handle—is preferable to polished chromium.

Special technique is required in the reflector surfacing process. The reflector, normally, is spun or pressed in dies, then treated with special alkaline solution and finally is oxidized.

The nature of the Type S-1 and S-2 lamps employing the pool of mercury in bulb is such that these lamps will only operate at full efficiency vertically, base-up, but satisfactorily in a range from 0 to 60 degrees.

Equipment Necessary to Proper Operation

THE design principles employed in the Type S-1 MAZDA Sunlight Lamp have now been extended to a new source of lower wattage which is designated as the Sunlight Lamp Type S-2.

It will be remembered that the Type S-1 Lamp operates at about 10.5 volts with a current of 30 amperes. For the gas temperatures, pressures and arc gap employed, with this lamp and a suitable reflector it has been relatively easy to obtain ultra-violet intensities over double those of midday midsummer sunlight at a distance of $2\frac{1}{2}$ feet.

In the new Type S-2 lamp the same fundamental design principles have been employed but the arc length has been materially increased. In addition, a metal cap has been placed over the lower portion of the bulb which redirects much energy back into the mercury vapor and light source area. The result is a glareless lamp that emits about half of the ultra-violet radiation of the present S-1 type. The S-2 takes about 130 watts for the lamp alone and about 175 with the transformer.

The cap also performs an important function from the standpoint of fixture design; since the downward radiation is re-directed upward, the high bulb brightness normally reduced by diffusing glassware or baffles is not present, and the usual design considerations are materially altered.

The Type S-2 lamp should always be operated with the cap, in contrast with the Type S-1 lamp on which a cap should *not* be used.

Electrical Characteristics of Type S-2 Lamp

THE electrical characteristics of the new lamp are not unlike those of the Type S-1 lamp. For starting, about 30 volts is required at a current of around 2 amperes. After the arc assumes its normal position across the electrodes the current increases to $8\frac{1}{2}$ amperes at about 15 volts.

As with the Type S-1 lamp, a special glass is employed for the Type S-2 bulb to transmit the most useful ultra-violet radiation and screen out the undesirable short-wave radiation. The nature of the emitted radiation is such that not only does the lamp have the general characteristics of sunlight, but its radiation is especially rich in those wave lengths most useful in the production of Vitamin D, in the prevention and cure of rickets and also effective in producing erythema and slight tanning.

The visible light or lumen output is slightly greater than that of the 100-watt regular MAZDA lamp. The efficiency of the lamp alone is of the order of 12-13 lumens per watt; with the transformer about 9 lumens per watt.

An important feature of the Type S-2 lamp is that with the higher operating voltage it is possible to obtain a power factor much better than is practicable with the Type S-1 lamp. The new transformers have been designed for power factors of about 65 per cent.

The Contractor *is going* Commercial

By Earl Whitehorne

MARKET development, selling, merchandising held chief interest at the convention of the Association of Electragists at Hot Springs, Arkansas, early in the month. It was the running theme in addresses and reports. It emphasized the fact that the electrical contractor too must face the need for intensive selling to already wired buildings in the years ahead. It attested the fact that the old pioneer days of living on the natural increase in new customers has given over to a no less natural phase of evolution in which the cleared land must be cultivated by regular farming operations. And the contractor, like the dealer, must build his business by selling more adequate installations of wiring and equipment.

The high spots of the convention were undoubtedly the address of J. F. Owens, president of the National Electric Light Association and the report of the trade policy committee of which Joseph A. Fowler is chairman. Mr. Owens reviewed the work that is being done by the joint committee that has been set up by the N.E.L.A. and the national associations of the hardware and furniture dealers to bring the power companies into harmony with other retailers of domestic electric appliances. He made a strong plea that differences of policy and opinion be adjusted by cooperation rather than by legislation.

The report of the trade policy committee made the following frank statement on the present status of the relations between the electrical contractor-dealer and the utilities.

During recent months the most important trade policy development has been the legislation passed in two states and proposed in others regulating merchandising by power companies. In Kansas and Oklahoma the power companies were forbidden the right to sell any merchandise.

ON June 9, 1931, the Electrical Merchandising Joint Committee, consisting of representatives from the department stores, hardware and furniture stores and central station companies, adopted a statemet of merchandising procedure, which was in turn approved on June 11, 1931, by the public policy committee of the N.E.L.A.

Our Committee believes that this general statement provides a splendid foundation upon which to build a permanent structure of cooperative industry relations. In many respects the power company and the electrical contractor and dealer have interests about which the usual merchandising outlet has little or no concern and which should be the subject of specific analysis. From this viewpoint the Trade Policy Committee presents the following recommendations:

Uneconomic and in certain instances unfair merchandising practices have been used by many power companies in appliance selling, resulting in widespread resentment, in and out of the industry, by those effected, to the end that legislation in some states has been sponsored as a corrective measure.

The Trade Policy Committee does not advocate this means of relief, and urges electragists to seek improved industry relationship by friendly processes.

The Trade Policy Committee believes there is a necessary function for the power company in the merchandising field. Except for their promotional activities, many rural communities must go practically unserved. Within reasonable bounds, it is an obligation of the power company to pioneer new appliances.

The Trade Policy Committee admits that there has been a tendency by many power companies to subordinate industry relationships in their campaigns for public relationships—that much of the opposition to power company competition in merchandising is the product of their failure to meet the responsibilities of leadership. Indications point to a changing viewpoint—influence, within the power group, is being brought to bear on the problems and a voluntary change for the better should soon manifest itself.

A study of the subject reveals a need for consideration by the power companies of the complaints generally advanced:

1. Price cutting.
2. Extravagant time-payment terms.
3. Lure of premiums to promote sales.
4. Commission method of compensating salesmen.
5. Service and repair policy in excess of factory guarantee.
6. Installation departments in competition with contractors.

In connection with the elimination of the foregoing causes of complaint, the Trade Policy Committee suggest that power companies can make a practical contribution toward better industry relationship by the following:

1. Sublet to responsible contractors the installation of equipment and appliances.
2. Extend to independent dealers the same facilities available to own merchandising department as to distribution system extensions.
3. Cooperate with other dealers in special sales campaign.
4. Provide financing and collection facilities for independent dealers.
5. Discontinue retail selling in communities adequately serviced by dealers, retaining display rooms and sales assistance for promotional purposes.

G. D. Munger, secretary of the Hudson Valley Electric League and the Hudson Valley Chapter of the Association of Electragists presented the "certified electrical contractor plan" which is now operating in seventeen communities there. At the annual banquet, Mr. Munger received the James H. McGraw Award contractor-dealers medal and purse.

75 New Calls a Week

How Canvassing Keeps of Prospects for This

BY CONCENTRATING upon coverage and placing a quota on "door bell pushing," the Automatic Refrigeration Company, York, Pa., until this year classed as an average electric refrigeration dealership, established a sales record during the summer.

The record was the greatest amount of business sold by any dealer in one month's time in the history of J. J. Pocock, Inc., distributor for Frigidaire Corporation in eastern Pennsylvania, Delaware, southern New Jersey and a part of Maryland. The method used, which C. H. Brown, supervisor of the York operations, sums up in a brief paragraph, will serve a large as well as a small dealer. It will produce results, he explains, not only in peak months but every month winter and summer. Every month since early spring he has topped his sales quota in impressive fashion. However, he doesn't promise miracles and the results will fluctuate with the thermometer.

"We don't fight for orders," he says, "but we get more than if we did. What we do fight for are a number of fundamental things which we have proven produce orders. We fight to ring a certain number of door bells each week, to make a quota of refrigeration investigations, to give a specified number of sales album demonstrations and to make so many savings analyses. The orders take care of themselves."

The plan of operation of this dealer is systematic. There are no loose ends. There is little wasted motion. Each activity leads to a definite end—either produces a prospect, an order, or eliminates deadwood. Each salesman (there are six, one of whom sells commercial equipment) has his work scheduled for him each morning. He begins early and, as he is on a commission basis, works late.

York is a city of 55,000 population. Like all cities, it provides an electric refrigerator market that barely has been scratched. The job is to find the prospects. Obviously an organization of six salesmen cannot completely cover such a territory, and a larger organization at present would be unprofitable to maintain on a twelve-months' basis. So the Automatic Refrigeration Company follows a plan somewhat different from most refrigeration sales organizations.

There is no protected territory—no entire section assigned to a single salesman upon the theory that he will unearth all the prospects it contains. The only protection given the salesman is on his prospects. He is allowed to place the names of not more than 70 persons in the office files. When he reaches his allowance he must weed out the old ones to find place for his latest acquisitions. And this constantly is being done.

Although the plan of operation always is the same, the selling equipment from time to time is changed. Factory suggestions and selling aids are relied upon.

Each morning the sales supervisor gives each salesman a slip containing the names of about 12 families living in the same block or two blocks of a designated street. The streets and names are selected the afternoon before by the supervisor and an office assistant. Frigidaire users and carded prospects are excluded.

One salesman is placed on one side of the street and another on the other. They work that street until noon, or as long as it takes to call upon all families listed on the daily canvass form.

"All our convassing," Mr. Brown says, "is done in the morning and each salesman pledges himself to make 75 new calls a week. Now that the value of this plan is proven they often exceed 100 new calls a week. Afternoons and evenings are spent in making return calls to prospects who have been obtained in this manner and prospects found through our advertising and suggested by users."

NO salesman is kept in any one section of the city for more than two or three days. This, Supervisor Brown explains, prevents them from becoming discouraged with certain sections. Such discouragement would dampen their ardor, he reasons.

The salesman's approach on these cold canvass calls is based upon a refrigeration investigation. He is provided with a small information form of the card index size. After explaining to the housewife that he represents Frigidaire and is making a refrigeration survey of the section, he requests the information called for on the form. This includes the full name and address, number of members in the family, average weekly food cost, an estimate of the amount of food wasted weekly through spoilage, cost of ice per week, capacity of ice box and an estimate of the amount of money the housewife could save if she purchased her food supplies in quantity and took fullest advantage of Saturday bargain prices.

If the contacted party has an electric refrigerator of a competitive make, the canvasser goes on to the next house after a casual inquiry concerning satisfaction.

The information form, which is a factory sales aid, is the keystone of this selling plan. With it the salesman obtains information which prepares him to call back and

a Healthy Backlog York, Pa., Dealer

Despite the fact that the sales organization of the Automatic Refrigeration Company is small, Supervisor C. H. Brown finds time and room for the morning sales meeting. Two bridge tables are set up in the back of the compact showroom and morning conferences are held daily. Brown is shown here conducting one of the sessions

tell an interesting sales talk. It leads to the savings analysis, which is another of the fundamental things that this selling organization fights for.

The savings analysis, which from time to time is changed by the factory so that it will never become stale for salesman or prospect, shows the amount of money an electric refrigerator enables a thrifty housewife to save weekly. Such savings are made in the difference between the cost of ice and the cost of electricity consumed by a mechanical refrigerator, elimination of food spoilage, ability to keep "leftovers" for several days for later preparation into tempting meals and the big economy of quantity purchasing of foods, and of benefiting by Saturday food bargains.

The present saving analysis, which was introduced for the fall and winter season is called "Savings Insurance." With facts obtained through use of the information form, the salesman fills in this "Savings Insurance" proposal. On his return call he presents this and explains to the housewife the approximate amount she can save through the acquisition of a refrigerator.

The savings analysis is not devoted merely to the economy feature. It also shows how the prospect is insured proper refrigeration, added health protection and added convenience as well as savings. This leads directly to a sales album demonstration by the salesman.

The daily report is a sacred institution with the Automatic Refrigeration Company. These are filled out nightly and turned in to the sales supervisor. One side of the report is devoted to new calls made during the morning and the other side to calls upon old prospects in the afternoon and evening. Names and addresses are listed, the persons contacted are classified as hot, good, fair or poor. This provides for a reclassification of old prospects, and, of course, office records are made to conform with the salesman's latest report. In addition, the salesman checks the number of things he did during the call, such as album demonstrations, savings analysis or refrigeration investigation.

Supervisor Brown plays an active rather than a passive roll. He averages three calls a day with salesmen who are faced with difficult prospects. He also makes it a point to engage in the morning canvass. He meets his men on the street, discusses the day's problems and pushes door bells with them.

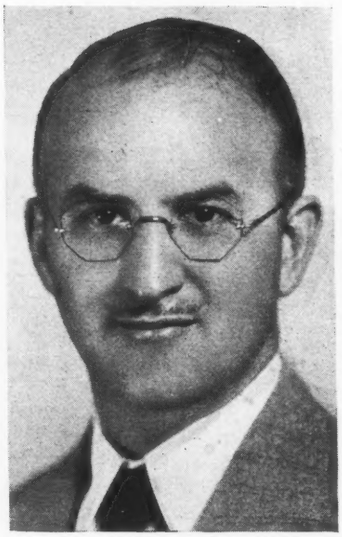
This sales supervisor makes it a point whenever possible to have his salesmen make their first morning call on a user.

"The first call," he says, "is the hardest. Salesmen generally get a good reception from a user. This gives them confidence and they attack their morning work with considerable optimism. This first call also serves a more definite purpose. The user probably can tell the salesmen many things about her neighbors and provide valuable information concerning the families he is to canvass."

In summing up his activity, Mr. Brown states that he is convinced that the morning canvassing is the most important part of his plan. Even during peak selling months, when so-called hot prospects are comparatively plentiful, he insists upon carrying out the morning canvass.

"Most of our prospects are located through canvassing and calling upon users," he says. "Our business success depends upon a big backlog of prospects for our salesmen to work upon."

He PLANS his



R. B. CONDON
Manager
Ben Franklin Electric Company, Seattle, Wash.

Five salesmen on a salary do the work of 25 commission men for this Seattle washing machine dealer. *RESULT* . . . . Planned sales take the place of pep-meetings

A METHOD of checking the men on and off each selling call is holding washer sales at a high level for R. B. Condon, manager of the Ben Franklin Electric Company, Seattle, Wash.

The swift current of present-day selling demands such a plan. Instead of cutting selling costs by cutting salaries or commissions, the stimulating way to slash costs is to speed up production on the part of the sales staff. And that does not involve frantic flounderings on the part of the salesmen to sell more. . .MORE . . MORE; it does not mean the whipping up of energies to fever heat by red and blue contests, sales revival meetings, business hallelujahs. . . . It does not mean these transient stimulations, at least, in the sales plan of the Ben Franklin Electric Company. This plan operates with perfectly lubricated, mechanical precision, eight hours of the selling day!

It may sound like fiction that this company, holding the title of being the largest Haag washer dealership in the United States, has a sales staff of five salesmen. Instead of twenty-five commission-paid salesmen "running wild," there are these five guided by firm salary reins. Substantial salaries, ranging around three hundred dollars a month, in keeping with the fact that they do the work of five times as many men—and do it better.

However, even the salary-paid salesmen are on their own during the valuable working hours of the day, in the operation of most sales plans. And as long as they are fairly successful in approaching quotas; fairly successful in composing sales reports, their selling jobs are reasonably safe. But it would seem that no sales manager could determine the selling power in his staff until he has extended his supervision to the full selling day.

When a Ben Franklin salesman reports at the office at 8 o'clock of a morning, that fact is recorded by the clerk on a "Time and Result Report" which, with the prospect record card, constitutes the only forms necessary to operate this system. His selling day has been planned for him by this clerk. But he is not handed a list of calls. Instead he is simply told that his first call will be at "Mrs. Ralph Porter's, 1638 5th West," and he is told what demonstrators to load onto his automobile.

Testimony to the fact that by reputation, results, Ben Franklin Electric Company are the largest Haag dealers in the country.

For the moment, he has only one business affair in the world—to call on Mrs. Ralph Porter. When he completes the interview with her, he telephones the office, and reports the complete result of the call to the clerk, who simultaneously listens to it and records it on the prospect card in the visible file before her. THEN he is informed where to call next, and the procedure outlined above is repeated. It will be noted that the report on each interview is not left to the end of the day, to be included on that highly polished piece of writing known as a "sales report." Instead, it is received at the termination of the interview, and is the "straight dope," with no if's or and's, or fumblings to get the thing down in writing.

This system relieves the salesman of the harass of planning his calls—reserves and conserves his energies for selling; keeps his production at a *constant* level during the day. Any salesman who might be inclined to "kid the office" is soon weaned of this practice because the clerk checks back every now and then—she telephones the home that the salesman has just reported out from and asks to speak to him; or she has a message for the salesman, and telephones him at the home where he should be. When salesmen are hand-picked and trained as Condon's men are, soldiering on the job is rare, but a little checking back now and then makes sure that everything IS all right.

Salesmen's *Day*

The washer business of the Ben Franklin Electric Company is housed in a commodious building in a central location. From here salesmen depart on definite assignments, to convert company-obtained prospects into customers. Here, sales contests, prizes, commissions, "soldiering" are unknown. On the end of a telephone, R. B. Condon can always get his man.

Another important facet of the system is that it centralized responsibility for salesmen's activity. When a prospect "comes due," it is the clerk's job to see that the salesman makes the follow-up call. It is her responsibility if it isn't done, or if a proper report of the call is not recorded on the prospect record card. It is her job to see that old customers are contacted—new contacts made, and so on. Strangely, centralization has sprouted in every field before it has taken root in selling, most specialized of callings. Each salesman is usually left to his own devices and then what sales manager is octopus-minded enough to know what is going on!

Also, hot calls, turning up suddenly during a day, may be followed up while they are sizzling. The office always knows where to get in touch with the saleman.

WHILE the day's selling activity is going on, the "Time and Result Report," to be placed on Condon's desk the following morning, is taking shape. This is a form 8½x14, punched to fit into a loose-leaf binder. It is printed on both sides, with divisions to accommodate reports of eight salesmen. Each division is headed by the name of the salesman, and the record of an individual, or the record of the sales staff as a whole, can be deduced with equal ease. This is not possible when the report of each salesman is on a different sheet. Further, figure totals may be entered at the bottom of the form.

The first column is titled "on"—meaning the time that the salesman goes on a call. Then follows a listing of the name and address of the prospect called upon, and the "off" time—the exact time when the interview was completed. Also a concise two- or three-word report of the call is entered in the space labeled "disposition." Subsequent columns give some figure-facts, including the number of store hours that day, the number of contacts that day, the number of sales, the amount of sales, the total sales to date for the month. The latter figure is compared on the report with the quota. The quota for a month is divided by the number of working days, and the amount of the daily quota to be achieved typed in under each salesman's name at the start of the month.

Executive analysis of this "Time and Result" report is not only quick. It is sure. The data has not been collected from reports made out by the salesmen, nor from any other intermediaries. It is first-hand and accurate. Also, it is complete and utterly revealing. This man spends too much time per interview; this man does not spend enough. Coaching wherein each man is taught to change a little in different directions steps up production. The report on the total of contacts made enables the management to know how many times each salesman has put himself in a position where a sale was possible. And so on. Because the ratio of sales is always balanced with the number of contacts, the contact column is a watchdog of final figures.

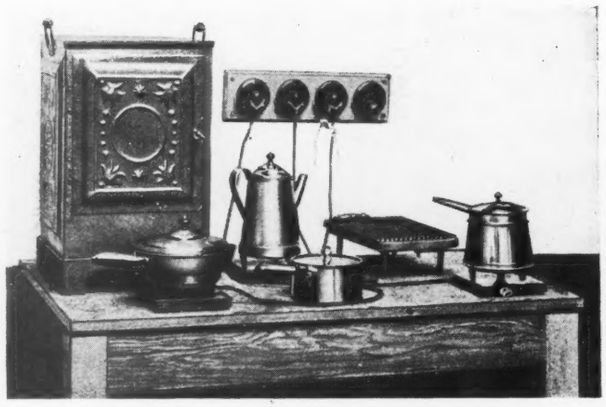
The precision of this system would not interfere with registering and protecting of prospects by respective salesmen in the usual way. Nor does it in this organization—because no registering or protecting takes place. A prospect can only remain in that embryo state for 24 hours. Then he has to be a customer or he isn't a customer.

In a sentence, this company's salesmen ARE salesmen —producers . . . not office workers or desk-sitters or composers of sales reports. They spend all of their time selling. The management even provides the prospects, through newspaper advertising which brings telephone inquiries and visitors to the downtown store. The sellers are not expected to find prospects. What they have to do is to convert prospects into customers—within 24 hours!

21 Years *of* Range

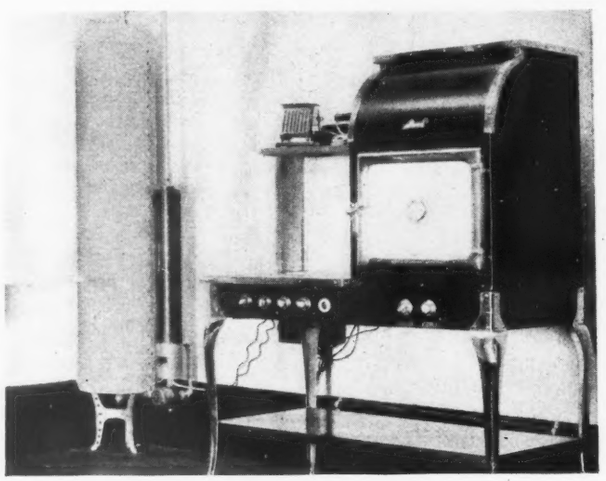
By Clotilde Grunsky

Since the year 1910, when the electric range first became a commercial possibility rather than an electrical curiosity, the business now bids as the next great rival of the refrigerator for intensive promotion

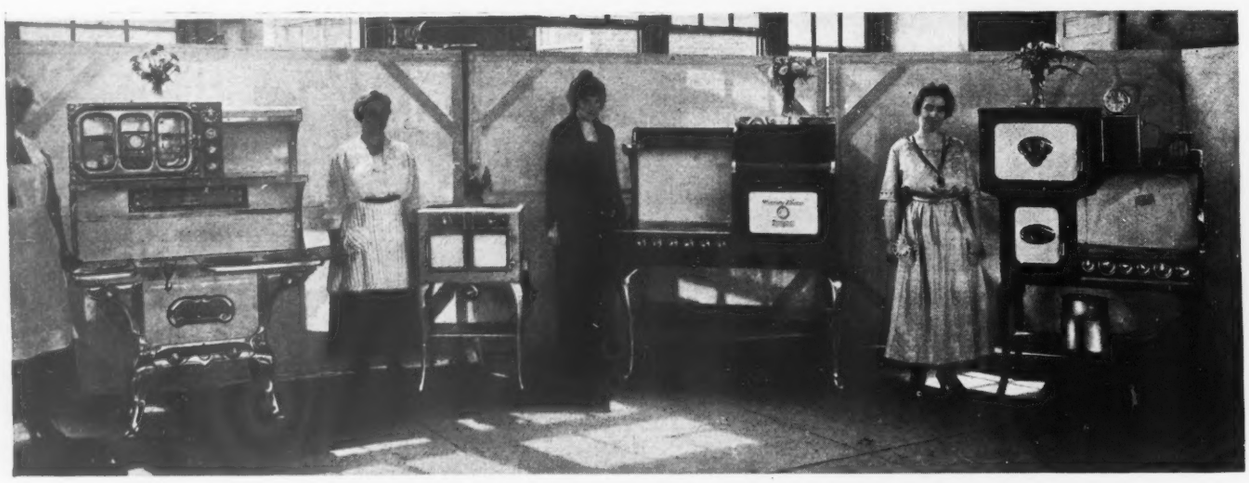


Early electric grills and oven about the period 1905

H. J. GILLE
Manager Agricultural-Industrial Division, Puget Sound Power & Light Company, one of the early range pioneers.

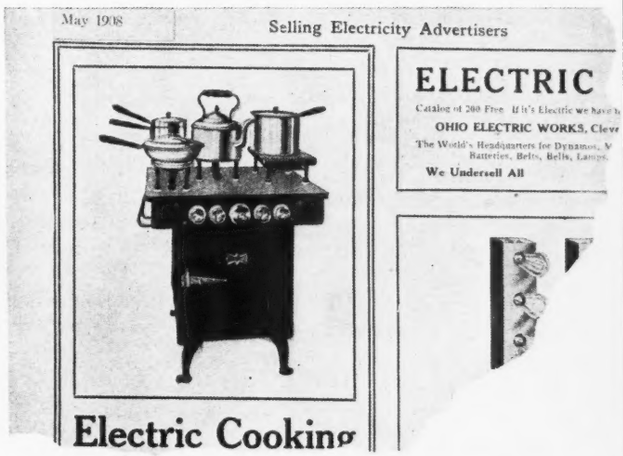


The forerunner of the present electric range was an ungainly instrument but it did the work



An early electric range demonstration held at Cincinnati. (Courtesy, Standard Electrical Stove Co., Toledo, O.)

Selling



An early range advertisement in the May, 1908, issue of "Selling Electricity" which later became "Electrical Merchandising."

AT THE electrical show which accompanied the N.E.L.A. convention at St. Louis in 1910, much excitement was aroused by the display and demonstration of that new device, called an electric range. Later on in the year at electric shows held in Denver and in San Francisco, announcement was made of "an electric cookstove," which was "a wooden range equipped with all manner of electrically heated devices in which the electric heating element is built in as an intrinsic part of the mechanism." As a matter of fact, by the time of the Denver show, three ranges were already in the market and were there demonstrated.

About the same time a committee of naval officers reported favorably on electric cooking and recommended its adoption for the navy on the grounds of cleanliness, safety and economy in food. In the fall of the same year an editorial appeared in one of the electrical magazines judicially pronouncing the electric range an extravagant experiment. "To cook by electricity on a range operated on the same principles as a gas range would mean an electric bill of not less than $18.00 a month, even if the rate were as low as 3c.," it explained, but went on to suggest that possibly some device could be constructed which would utilize the principle of storing heat in water, the cooking to be done by this stored heat. And for some seven or eight years after 1910 articles were written and speeches made in all sections of the country, proving that electric cooking was uneconomical both for the customer and for the power company, that it tended to increase the peak load, called for excessive expenditures in distribution and that it made for unsatisfactory public relations on account of the expense and difficulties of service!

Few ranges were in use at the beginning. Isolated homes of manufacturers or power company officials here and there displayed them as a curiosity, but no one thought of selling them as a commercial proposition.

No one, that is, except a few far-visioned pioneers in

GEORGE A. HUGHES

president, the Edison General Electric Company, Chicago, has often been called "the father of the electric range." According to his records, central station interest in the development of electricity for cooking purposes dated from about 1904 when N.E.L.A. and the Associated Edison companies read reports. Following the showing of electric ranges at St. Louis in 1910, it was not until a meeting of the Northwest Electric Light & Power Association at Portland, Ore., in 1915, that a comprehensive estimate of the commercial possibilities of ranges was first presented to the industry. This report was reprinted and circulated by the S.E.D.

Mr. Hughes, shown above at his favorite avocation—that of guide and counsellor to homeless boys—makes the following comment on his company's part in range promotion:

"The first Hughes electric range was exhibited at the N.E.L.A. Convention in St. Louis in June, 1910. The first order we received was from Mr. J. F. Roche, manager of the Montana Power Company at Billings, Mont. For some little time thereafter Billings was the only city in the United States that made a range rate. Mr. Roche sold a thousand ranges in this little city of ten thousand. I think he is the pioneer central station man, in so far as the electric range is concerned, and Mr. Putnam, Mr. Gille and Mr. McMicken of the Portland Power Company followed soon after.

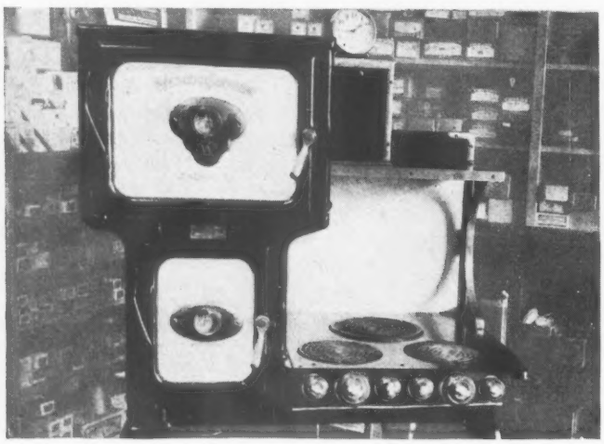
the Pacific Northwest. Montana absorbed probably the first carload of ranges that was ever sold. But if one is to look for the spot where the electric range was first started on its official acceptance and where it has continued to grow in popularity from that day to this, credit must be given to Washington and Utah, with Oregon and Idaho a close second.

Certainly H. J. Gille of the Puget Sound Power and Light Company and W. R. Putnam, then of the Utah Power and Light Company, were responsible for its official sanctioning by power company executives through the Northwest Electric Light and Power Association. Both had already started the range business in their own companies, so that a report from Seattle in 1914 was able to state that "scores of people in Seattle use electricity as their sole source of heat for cooking." By this time practically every one of the Northwest companies had a promotional rate for cooking of the sliding scale type which encouraged the extensive use of electricity in the home—and most of them were selling ranges and water heaters through their commercial departments. In 1914, at a time when most of the country still looked upon the electric range as a somewhat dangerous experiment, a discussion of sales and servicing problems was made an important feature of the program at the Northwest convention.

Since these early beginnings the use of the electric range has gone steadily up. In June, 1931, the Puget Sound Power and Light Company reported 42,000 ranges on its lines. It had sold between 5,000 and 6,000 ranges during the past year and had a quota of an equivalent number which it fully expected to meet for the coming year.

"Most of our preconceived ideas about range selling have been revised by experience," says Mr. Gille, now manager of the agricultural-industrial division of the company, in reviewing the past twenty-one years of range distribution, "But nevertheless our original program was essentially sound."

At first the fear of a saturation point was constantly discussed, but now, with one range for every three customers, the company does not believe there is any such thing. Seventy-five per cent and ninety per cent are variously suggested as possible saturation points by those who are making this record. And by the time that many ranges are on the lines, the annual replacement requirements will be sufficient to account for fully as many ranges as are being sold now to new customers, not to mention the natural growth which comes from the normal increase in population.



A Westinghouse range of about 1925

The first few years brought many lessons. First of all, it was necessary to acquire customer acceptance—and every effort was made to obtain the entry of the electric range into the homes of the socially prominent, the "pattern-maker" of the community.

Power company men were afraid that initial first cost and fear of high operating expense were the obstacles which stood in the way of the sale of ranges, but an early house-to-house survey of prospective customers revealed the fact that these objections came second and that the primary fear of the housewife at that time was the fact that she considered the appliance as still experimental and untried. It was at this time that the Puget Sound Company adopted its billboards which stated simply that "15,000 Housewives on the Lines of the Puget Sound Power and Light Company Cook By Electricity," changing the number from time to time as the usage grew.

It is interesting to note in this connection that when a similar survey was made again in 1926, conditions had changed and that an entirely new objection now ranked first among those advanced by housewives in explaining "why I do not own an electric range." It seems that they now feared the electric range was too slow! Still second was the objection to high initial cost, with cost of operation a bugaboo which ranked third, fear of uncertain service falling into the last place on the list. Periodic changes of this kind in the public attitude have brought about corresponding changes in advertising copy on ranges.

Early in the game, however, the Puget Sound company adopted the "two campaigns a year" method of range selling, which it now has perfected until every detail may be worked out in advance and results predicted.

In general, campaigns have been found the most effective method of distribution, rather than straight selling throughout the year. In Mr. Gille's opinion, the game element in the campaign contest, with the special rewards always offered, serve to keep the sales force on its toes. At the same time, the special drive for a limited period helps to focus the attention of the public.

Rather paradoxically, the special features of the campaign are all within the company. It is the salesman who is offered inducements to sell, rather than the customer to buy. There is, indeed, no reduction in price, nor are special terms offered, as a rule. But every spring the appeal is made to "get your range before summer sets in" and every fall, the "fix up your house for winter" theme suggests the electric range as a necessary adjunct for modern comfort and convenience.

Usually the campaign starts with a bill stuffer which is sent out with the April and August bills. There then follow ads and publicity appropriate to local and general conditions, which keep the idea before the public continuously for the next three months.

Within the organization, every effort is made to secure enthusiasm. Campaigns usually start with regional meetings of the entire personnel. Always there is a colorful contest, with an element of rivalry between districts as well as individuals and with just enough humor involved to keep things interesting. Substantial prizes are always offered for high scores, but in addition, prize money is so distributed that even the low man in the low district gets his share of some melon which is cut. No one is allowed to become discouraged.

(Please turn to page 60)

IRON Men

Power Company Employees Worked for the Dealer in This Unique 1,000-Watt Iron Campaign of the Central Hudson Gas & Electric Corporation. 1381 Irons Sold in Two Months

A RECENT innovation in co-operative selling conducted by the Central Hudson Gas & Electric Corporation, took the form of an intensive two months' campaign on the 1000-watt, adjustable, automatic iron. The activity was unique in that all employees of the utility company were eligible to sell these irons on commission for the stated period, *all sales being made through local dealers by whom the commissions were paid.*

Plans were made by the Central Hudson Company (whose comprehensive cooperative-dealer plan has been outlined previously—May, 1931) in consultation with dealers throughout the territory, and with the assistance of the manufacturer.

From June 1 to August 1, inclusive, 1381 thousand-watt irons were sold, 43 dealers participated, and about 100 employees of the Central Hudson company went into the selling in earnest.

The idea behind this cooperative venture was: (1) to educate company employees on the cooperative dealer selling plan in this territory; (2) to demonstrate to the dealers that merchandise could be sold in this way; and (3) to develop increased electric usage.

The proposition was taken up with the local electrical dealers in the regular monthly meetings held in the different sections of the territory by the electric company's sales supervisors, who are continually working with the dealers in the selection and training of sales personnel, developing and execution of sales plans, and other services that they can give.

While one manufacturer, (Westinghouse) was actively assisting in this project, the activity was open to dealers selling other approved makes of 1000-watt automatic irons, and the Westinghouse iron was made available to any of the dealers during the period of the activity. In addition to the Westinghouse 1000-watt Master-Matic iron, the Universal, and Proctor and Schwartz were also sold through the same procedure.

The special terms effective during the two months were: $1 allowance for an old iron of any kind; and terms extending for 13 months (for the first payment was not collected with the order but was payable with the next electric bill, and there were twelve payments on the balance).

IN the case of the Westinghouse iron the figures were: 95c. first payment; and 72c. for twelve consecutive months. With the $1 allowance deducted, the total terms price was $9.59, while the cash price was $8.95. Similar terms, depending on the regular price, were offered on other irons, including the $1 allowance.

Organization of company employees was similar to that in previous employee selling activities, with the new feature of turning sales in to local dealers—and all the details of this part of the transaction were handled for the employees by the company. A commission of $1 per iron was set for company employees to be paid *by the dealer* through whom the sale was made. For the period of this iron activity, the Westinghouse company gave a special dealer cost to permit paying this commission and at the same time allow a normal margin of profit. For the information of employees a mimeographed booklet with cartoons was prepared by the merchandising section, answering the questions that anyone interested in selling on this plan would naturally ask. Meetings were held throughout the various offices of the company, in which the utility-dealer-employee relations were explained by the sales supervisors.

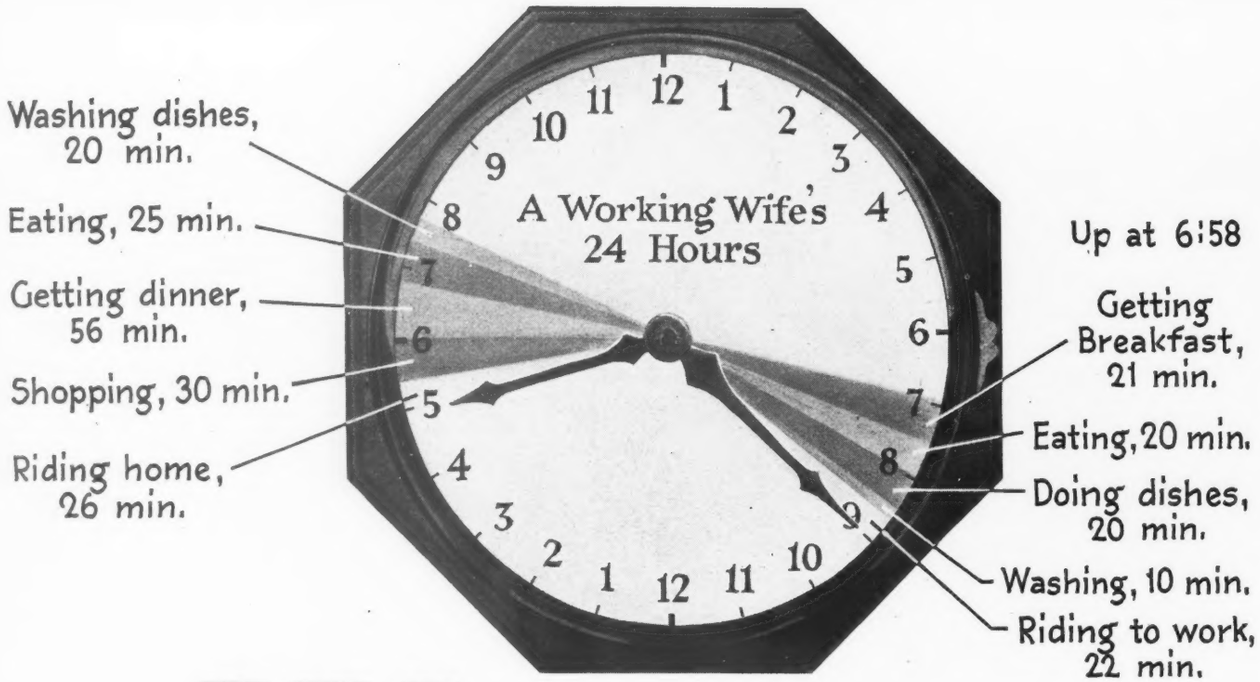
Recognizing the fact that seeing is not only believing but desiring on the part of the customer, and that demonstrating often amounts to selling on the part of the salesman—the cooperating dealers loaned to each employee on request a 1000-watt adjustable iron for demonstration purposes.

Maintaining the interest of employees and dealers throughout the period was accomplished by several means of stimulating competition and keeping everyone informed of the doings in all quarters. The Central Hudson company conducted a contest for the employees engaged in selling irons, offering a first prize of $30, a second of $20, and $10 as a third, basing the awards on the number sold. An added feature of interest was the offer by the general commercial manager of one dozen golf balls to the district manager of the leading district. The Westinghouse company conducted a contest for the dealers, offering a first prize of $20, a second of $10 and a third of $5. The jobbers' salesmen kept in constant touch with dealers, also, to see that customers' orders could be filled immediately. In fact, the practical success of this first employee-dealer sales drive was due in large measure to the manufacturer's understanding of the local situation and adaptability to the Central Hudson cooperative dealer set-up, as well as to the wide-awake interest of the dealers in every section.

There are two sides to every story—at least. Making the plans, and organizing all hands for business were two sides of the iron story, and a third was broadcasting the news to the 50,000 domestic electric customers in Central Hudson territory.

Six advertisements were placed by the Westinghouse company a week apart in the eight daily newspapers published in the larger communities of Poughkeepsie, Kingston, Newburgh, Catskill, Beacon and Saugerties. The Central Hudson company placed two ads in the same eight daily papers and in 27 weekly newspapers, published in almost as many communities. Fifty thousand return post-cards, furnished by the Westinghouse company, were mailed in the electric company bills, and

(*Please turn to page 61*)



The Working

TEN CHICAGO NEWLYWEDS *take us behind the scenes*

By T. F. Blackburn

"FOR richer, for poorer, for better or worse," Georgia Brady repeated after the parson. The boss's secretary was getting married.

The event didn't even make a splash in the office. You never saw it mentioned in the newspapers. After taking a two weeks' vacation and a new husband Mrs. Goddard (nee Brady) turned up on a Monday morning as usual. Except for a two-pound box of candy and a slender circlet on her left hand, life went on without a ripple.

But with this happening wholesale, it *is* making a splash in merchandising. Fully ten million women are employed in gainful occupations, the census reveals, and a large number are married.

Georgia is keeping house for her new husband—doing in 4 hours and 33 minutes daily what took her mother eight or nine hours to accomplish. Furthermore, she has a pay check to flaunt, something her mother never knew.

An alarm clock jingles mornings in the two-room apartment and at 6:58 husband and wife leap out of bed. No time to be sleepy heads. By 8:52 the wife must be at work, so it's hustle and make one's toilet, prepare breakfast, eat it, wash dishes, and get to business on time. In 1 hour and 56 minutes our Mrs. Goddard (nee Brady) has accomplished all this. Her work day is done at 5, and the last dinner dish isn't washed until 7:37. That's 2 hours and 37 minutes' toil each evening.

How do I know so much about the Goddard home life? Well, this daily schedule is the average of ten childless, working couples in Chicago who outlined their modes of living for *Electrical Merchandising*. This is how their average day goes:

1.	Arise	6:58 a.m.
2.	Prepare breakfast	21 minutes.
3.	Time eating breakfast	20 minutes.
4.	Time washing dishes	10 minutes.
5.	Ride to work	22 minutes.
6.	On the job	8:52 a.m.
7.	Ride home	26 minutes.
8.	Shopping	30 minutes.
9.	Getting supper	56 minutes.
10.	Serving dinner	32 minutes.
11.	Dishwashing	15 minutes.

Husbands, the loafers, aren't much good around the house even if the wife does work. They may twiddle around with the vacuum cleaner a bit, and average 15 minutes evenings helping dry the dishes or setting the table, but the questionnaires from ten working wives

6:58 A.M.

is getting up time for ten Chicago couples with no chance for sleepy heads.

21 MINUTES

in which to prepare breakfast; the working wife has to cook as she eats—with waffle iron, percolator and toaster.

Wife

NEWSPAPER TIME

Automatic toasters became popular because a man can't be trusted to watch toast while reading a newspaper, working wives confided.

15 MINUTES

a day, aside from an occasional flick with the cleaner, husbands help the working wife.

declared that this was all the aid received from their lords and masters.

"I wouldn't even trust that man with the toast," our Mrs. Goddard stated. "That's why I bought an automatic toaster so he couldn't burn up the bread while sitting buried in his newspaper. Why aren't there more automatic things—like a percolator that will shut off when it brings the coffee to a boil? You know I have to run around this place like mad mornings. I can't pay attention to everything."

Mornings in the Goddard home finds the husband and wife surrounded by a battery of appliances, a percolator, a toaster and a waffle iron. Some day they are going to have an orange juicer.

With 21 minutes in which to prepare breakfast, some of the cooking must be done right on the table. You can't string out that 21 minutes. Muffins are nice mornings, but they're out unless a mixer will squeeze them in. There's dishes to be done, you must remember. About this time Friend Husband is scheduled to go through his flourishes with the vacuum cleaner—if any—probably picking up the spilled cigarette stubs of the night before. Right on the minute bang! goes the front door and husband and wife are off to work.

Released from the dinner routing at 7:37 p.m. the wife again has to pick up her duties at bed time. There's the laundry.

Every wife washes out her silk hosiery and underwear each night. Aside from this, the family laundry is dealt with in sundry fashions. Sometimes it is rough dried and the wife toils until midnight once a week ironing it. In other instances there is a midget washer and the laundry is done at home.

One family of two which has recently bought a table ironer reported on a typical laundry and the time saved by the appliance:

	Minutes required by hand	Minutes required by appliance
Two sheets	40	10
Two pillow cases	7	3
Seven shirts	105	30
Seven pairs sox	14	7
Four suits underwear	28	12
Two house dresses	40	20
Six towels	24	12
Six napkins	24	6
Two lunch cloths	40	20
Three tea towels	6	3
	5 hr., 28 min.	2 hr., 3 min.

There is no baking day in the family where the wife works. More and more the couple are depending on the bakery for cakes, pies, and luxurious tidbits, simply because of lack of time in which to prepare them. In similar fashion sewing seems to be passing as a family institution.

A story is told of Oscar Wilde, who was asked by an American publisher to write a book of 100,000 words. "I can't," replied Oscar gravely, "I don't know that many."

In similar paradoxical fashion, the electrical industry has been slow in seeing that there might be more than one meaning to the term "convenience." Naturally all appliances are convenient, but some manufacturers have come to see that time-saving and attention-releasing devices have quite a distinct appeal of their own.

Probably irons that "clicked" on and off without attention were foremost in this present-day parade of automatic appliances.

10 MINUTES SAVED

Then the automatic toaster made its bow. E. A. Edkins, head of the Commonwealth Edison Electric Shop, remembers how dubiously it was greeted, tagged at $12.50 instead of the usual $5.50. In two weeks the first gross was sold, he says, and today the shop disposes of two automatics to one of the ordinary type. Customers say, "where's those automatic toasters?"

A mixer manufacturer sells his appliance on the virtues of the time that it saves. An ordinary sponge cake can be assembled with the mixer in 4 minutes, against 11 by hand, he finds. Mayonnaise can be beaten in 7 minutes against 15 to 18 with an egg beater. Potatoes can be mashed, whipped and creamed in 5 minutes where it takes about 10 by hand.

Furthermore, the demand for this mixer is popular, quite contrary to the experience of a firm making a similar article ten years ago. This pioneer mixer quickly found its market in luxury homes and schools and institutions.

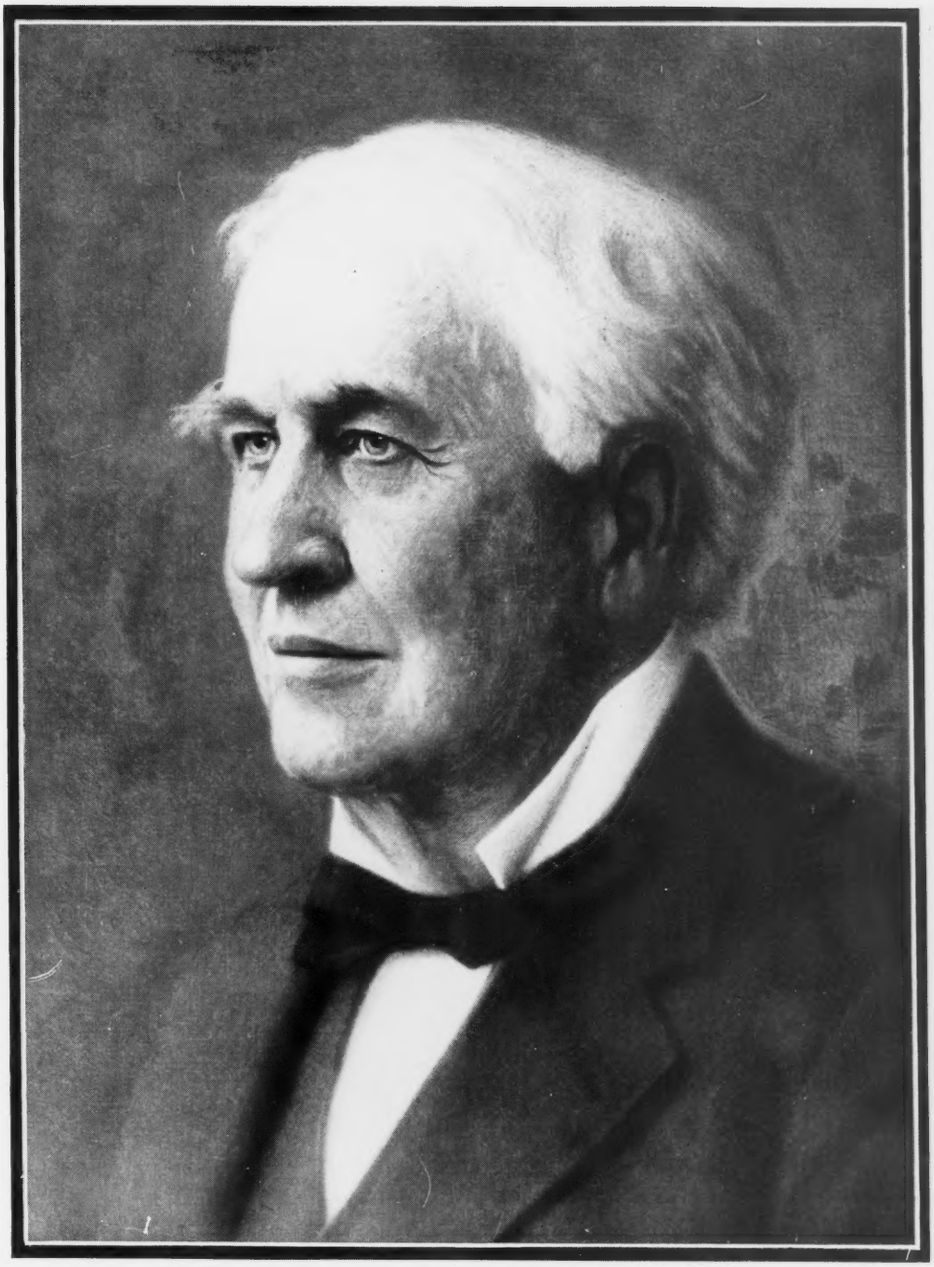
A midget washing machine maker recently ran a test on the commonest of household jobs—washing baby diapers. It took 30 minutes of close application to launder fourteen by hand. With the washer only 2 minutes were needed to load the machine and 3 to rinse and wring. That's a saving of 25 minutes in attention.

With a dishwasher, it was found that 10 minutes were released for other work about the kitchen.

This splitting off of the minutes from ordinary household duties may seem like trifles, but to the woman who has only 4 hours and 33 minutes, every one counts. Even electrical clock manufacturers declare that the relief from the necessity of winding is a quite vital sales argument.

So it goes down along the line. With ten million women working, and many of them keeping house at the same time, attention releasing advantages appear to be the order of the day. We're merchandising minutes—saved.

1847-1931



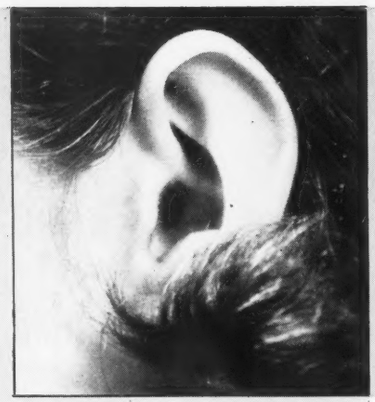
IN THE death of Thomas Alva Edison, the greatest material benefactor of mankind has gone from us. Full of years and honors and rich in the affection of men and women throughout the world, this kindly familiar figure, the silent genius who has laid so many wonders at our feet, has passed out of our lives. No other man has ever contributed so bountifully to the welfare of his own and the unnumbered generations that are to follow.

It has been my privilege to know Mr. Edison, through much of his career and to observe the influence of his work upon his fellow men. It has touched each one of us so intimately, brought us such personal gifts of comfort and enjoyment that Edison has always seemed a friend to everyone, laboring unceasingly with inspired zeal and patience to bring some other light, some further vision into our homes and hearts.

It is a consolation to us all that this great man could live to such a fine old age, acclaimed from every land and conscious of the good that he has done. He is gone. But his undying spirit will be with us down the years, even as his light will shine.

James W. McLaud

LET THE



in choosing electric clocks

Sessions offers the lowest priced chiming and striking clocks in the world. . . .

Surely. Steadily. The trend gains every day. Consumers are learning that it's no longer necessary, in order to get the accuracy of the synchronous motor clock, to sacrifice the charm of chimes or strikes.

Sessions foresaw this trend. Sessions is ready. For many decades a leader among makers of chiming and striking clocks, Sessions has developed *exclusive* and *patented* methods for putting silver voices into electric timepieces. Methods that simplify the operation and cut after-sale servicing to a minimum.

Sessions striking clocks retail at $16.50 to $22. Sessions *two-tone* strike clocks retail at $16.50. And the Sessions Wonder Clocks, with full Westminster Chimes (16 notes on the hour, 8 on the half, and 4 on the quarters) retail at as little as $28.50. They are the lowest price full-quality chiming and striking electric clocks in the world.

Big sales loom on electric strikes and chimes. Be ready with Sessions popular-priced models. Every Sessions cabinet is designed from popular preference tests over many years. No "hunch numbers" to clutter up stock. Get in touch with your jobber today. Don't wait another day before taking the first step toward an up-to-the-minute stock of clocks. The Sessions Clock Company of Forestville, Connecticut. Also Woolworth Building, New York; 5 N. Wabash Ave., Chicago; and S. J. Hammond & Co., San Francisco.

SESSIONS Electric CLOCKS

HELP THE

SESSIONS WESTMINSTER CHIMES

Retail $28.50

The Wonder Clock of Sessions with quarter-hour, self-correcting, foolproof Westminster Chimes. 16 notes on the hour, 8 on the half, 4 on the quarter. This is No. 20A with selected mahogany inlay case, quick-legible numerals and full Sessions quality throughout. Other models in mahogany and walnut. They are the only synchronous Westminster Chime clocks without clutch, retaining spring, or electric chime contacts. 21¾ inches long.

DOUBLE-TONE STRIKE

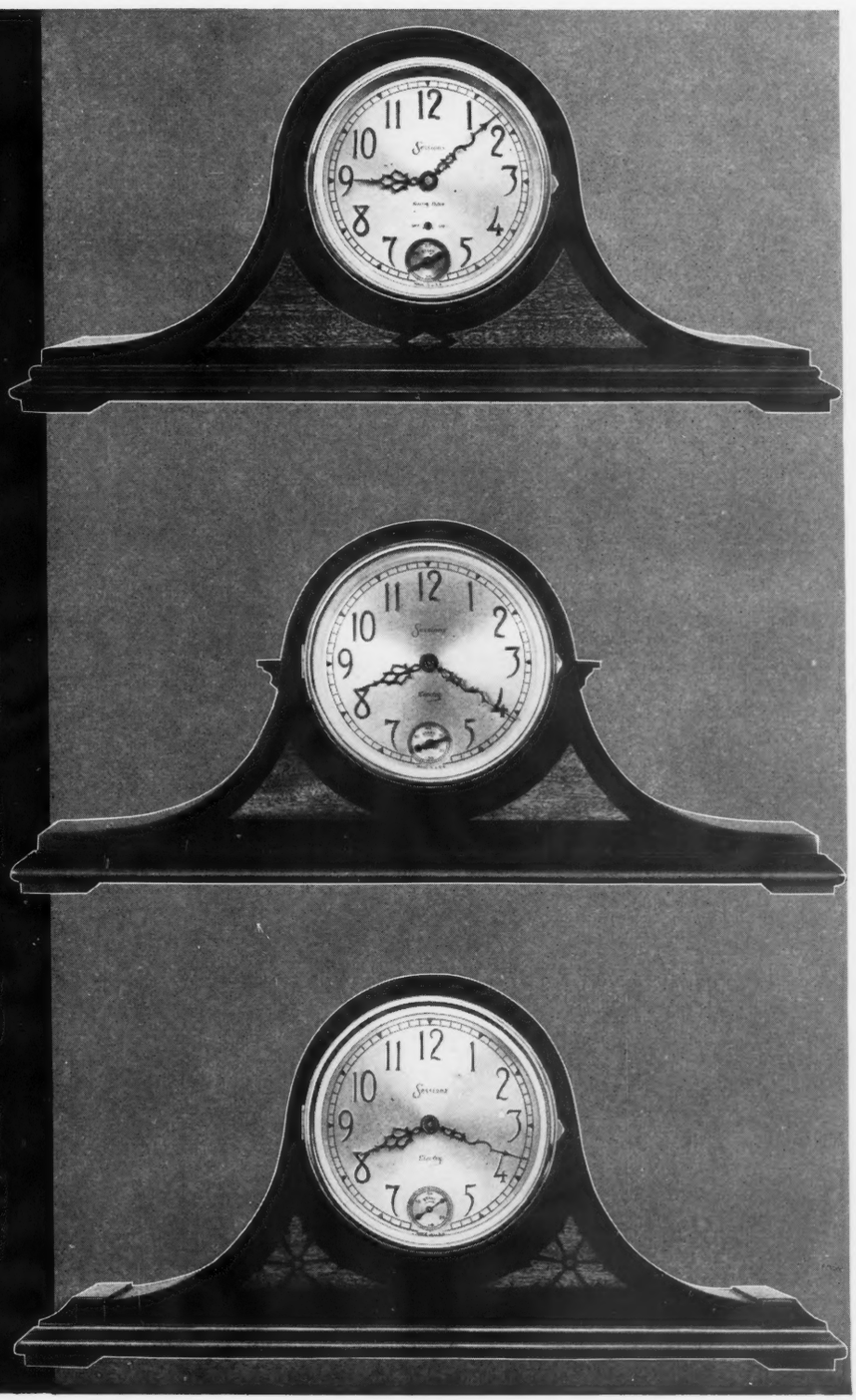
Retail $16.50

See this El Bernice model, with 2-rod strike, selected hand rubbed mahogany or walnut finish cabinet with handsome popular inlay panels. 21⅛ inches long. One of the most sensational buys in clockdom.

TRIPLE-TONE CHIMES

Retail $22.00

Genuine Sessions "Chapel Chime" clocks, with hour and half-hour 3-rod chimes. Genuine hand rubbed walnut or mahogany cabinet with popular inlay design. All Sessions chime clocks have auxiliary motor to operate chimes, doing away with clutches, retaining springs and chime contacts and cutting after-sale servicing. 21⅛ inches long.



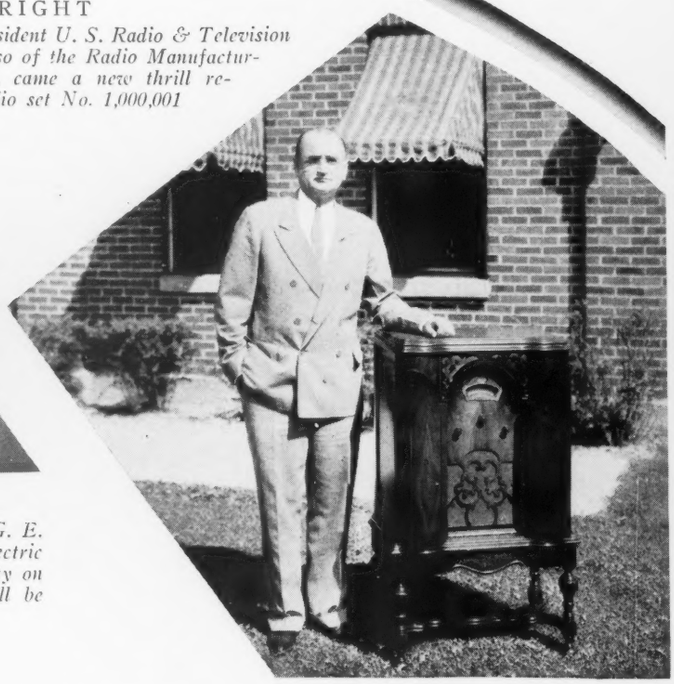
Round *the* Electrical Map

ABOVE

Made up in the same fashion as a woman's magazine, the G. E. Circle, 5-day, noon-time radio program of the General Electric Company, will be under the direction of Grace Ellis, authority on women's affairs. Brief messages about G.E. appliances will be featured

RIGHT

To J. Clarke Coit, president U. S. Radio & Television Corp., president, also of the Radio Manufacturers Association, came a new thrill recently—radio set No. 1,000,001

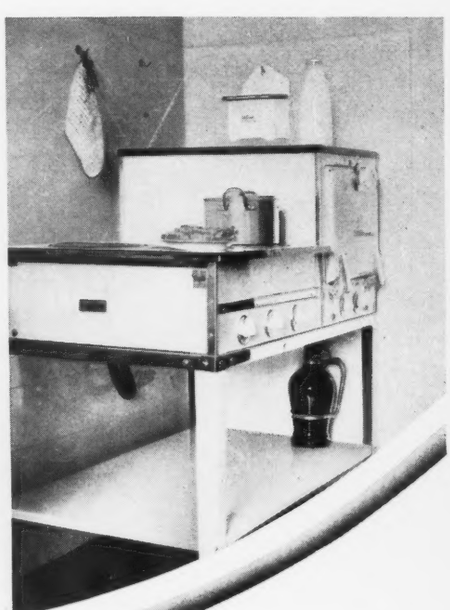


BELOW

The annual Lenz Bridge Contest, conducted by JUDGE magazine and sponsored this year by General Electric Mazda Lamps, is offering as first prize this Stutz DV-32 Sedan. Estelle Taylor, movie star, says the car looks so good she is going to brush up on her contract and get in the running. Prizes total $25,000

BELOW

The new settlements in the Steglitz district of Berlin, has houses with 2,000 apartments —each equipped with electric laundry and electric range. Below, the type of range in use



21 Years of Range Selling *(Continued from page 52)*

All the employees are offered a chance to sell and also are paid for prospect names to whom a sale is later made. As a rule, few actual sales are made by any employee outside of the sales force, one of the lessons which the company has learned by experience being that it takes a man trained to sell ranges to close the deal in most cases. Women, says Mr. Gille, are not good range salesmen, because they know too much about cooking and usually sell the idea of cooking, rather than confining their attention to the range. He points to the fact that although women make excellent demonstrators of pianos, they seldom qualify as salesmen of the instrument, as a parallel instance of a case where men succeed best in a field usually considered as primarily belonging in women's sphere. On the other hand, the sales opportunity brings out the talent in those employees genuinely interested and has developed many a salesman from other departments. In fact, this has come to be looked upon as the best source of obtaining salesmen and most of the additions to the sales force have come from within.

At the very beginning the Northwest companies recognized that service was a matter of major importance. Even in the days when the service costs were high, the Puget Sound company made a point of giving instantaneous response to a trouble call on an electric range, however far in the country the installation might be located. In this way the good name of electricity as a fuel has never suffered a setback. Every electric range user has meant a friend for electric cooking and has helped to make it easier to sell more electric ranges.

For this reason, Mr. Gille does not believe free wiring to be a necessary feature of range selling in his section of the country. "With 42,000 advertisers of electric ranges," he states, "They are getting easier rather than harder to sell every year." In particular, he does not believe that the renter problem is acute. "The landlord, of all people, is forced to keep up to date," he argues. In his opinion, there are already enough rented homes and apartment houses in the Seattle district now outfitted with electric ranges, so that tenants demand this equipment before they will consider renting.

The fact that the domestic load has always been the most possible of development in this primarily agricultural district, has undoubtedly had much to do with the early recognition of the possibilities of the electric range. Water heater business was developed at the same time by the Puget Sound company, and in July, 1930, the record was 16,052 water heaters connected. At the present time the record is between 19,000 and 20,000, with a program on hand which plans for the selling of 20,000 additional water heaters, or practically one for every range user.

The company's range load starts, as does that of every company in the Pacific Northwest, somewhere around 1911, at zero. Since that time it has gone steadily up at an angle of increasing steepness, with no leveling off yet in sight. Domestic consumption has kept pace, with the result that every power company in this district last year showed a per capita domestic consumption rate of well over 1,000 kw.-hr. with one exception—and that company lacked but a few units of the thousand mark. The mark now aimed at is an average kw.-hr. consumption of 5,000 per domestic consumer. Why not?

Iron Men *(Continued from page 53)*

some 10,000 leaflets were distributed to dealers and district offices of the utility company. Counter displays were furnished by the manufacturer. Window cards featuring "Faster Ironing" were prepared by the Central Hudson art staff for all dealers, and displays were placed in all company windows. All of these advertisements directed attention to the iron features, the special inducement offer, and the method of purchasing through dealers or company employees. The more enterprising dealers reinforced this advertising of manufacturer and electric company by newspaper insertions over their own signatures.

Among the hundred utility employees participating, there were in addition to sales personnel, meter readers, bill collectors, accountants, clerks, linemen, canvassers, stenographers, service men, and public contact people. The highest record of 70 irons was made by a collector in Newburgh, who incidentally was the ace of the 1928 iron activity also, while a meter tester in the same city tied for third place. A check-up with different employees on the sales appeal which did the best appealing placed the reserve heat and quick recovery of the 1000-watt iron first in order; the convenient terms were a close second, if not a tie; and the adaptability of the adjustable iron to all types of laundry was next. Thomas Collins, the Newburgh collector who made the best showing, sold irons during the regular course of his work, canvassed homes after working hours, and even mades sales on the street as he met his friends and acquaintances.

Among the dealers there was also a diversification—in type of store, in the size of the establishment, in location. For that reason, the arrangements for employees of dealers were left up to the dealers themselves. In some cases they offered the same $1 commission as in the Central Hudson company, staked local competition in their own ranks, and with the cooperation of the manufacturer and power company conducted meetings for their employees.

The dealer making the highest sale, 123 irons, was H. A. Warden, an electric appliance dealer of Poughkeepsie. The second highest record of 110 irons was made by L. O. Ferguson at his general store in Port Ewen, a suburb of Kingston, with a population of 750. Third was another appliance dealer, Newton J. Flemming of Newburgh, with 107 sales. These three dealers sold approximately one-fourth of the total number.

In the 1928 drive on electric irons conducted by the Central Hudson Gas & Electric Corporation, 2,999 irons were sold during June at a unit price of $6.75, making the total volume $20,243. This year, in June and July, 1,381 irons were sold at a unit price of $9.59 (we're omitting other makes than Westinghouse in this calculation since there was only 60 other irons sold), making a total of $13,244. When all factors are taken into consideration, the 1931 figures, it seems, compare favorably with those for 1928. This year's drive was the first activity linking together the utility employees and the electrical dealers throughout the territory.

New MERCHANDISE

A Few of the Many Interesting Appliances that Have Recently Appeared on the Market

New *Maytag* Low-Priced Washer

Announcement has just been made by the Maytag Company, Newton, Iowa, of a new, low-priced "Maytag" washer, retailing at $79.50.

This new washer, the company announces, is designed to meet present-day standards of thrift yet is built to "Maytag" standards of quality.

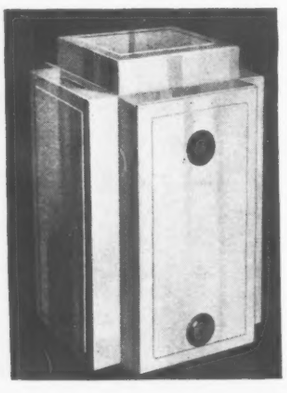
Features of the new machine are the famous "Maytag" gyrafoam washing action, the "Maytag" balloon-type, ball-bearing, divided wringer with enclosed self-reversing drain, the colored-porcelain-on-steel tub, the quiet, enclosed drive, as well as many other "Maytag" features.

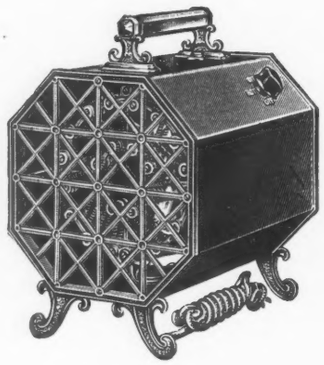
An extensive newspaper advertising campaign on this new washer is now being conducted to assist the dealer in the sale of the new model, and a complete line of "Dealer Helps" and a "Maytag" finance plan are also offered. —*Electrical Merchandising,* November, 1931.

* * *

Metermatic Refrigerator Meter

To stimulate refrigerator sales and at the same time safeguard monthly installment payments for the dealer, the Automatic Refrigerator Corp., 221 N. La Salle St., Chicago, Ill., have designed the Metermatic refrigerator meter, which may be attached to any type of a.c. electric refrigerator by connecting the refrigerator to two terminals inside of the meter. Electrical contact can then be made only through the deposit of a quarter. Each quarter will give refrigeration for 24 hrs. and insures at the end of the month a total of $7.50 to be collected as payment on the refrigerator. From one to 22 quarters may be deposited at a time, and an indicator registers the number. The meter may be timed at longer or shorter intervals than the popular 24 hr. interval, ranging from 20 to 40 hrs. and collecting from $4.50 to $9 a month. The meter is enclosed in a white enamel cabinet, modernistic in design and may be placed on top of the refrigerator or somewhere near it. For installation inside refrigerators that have sufficient space in the compressor compartment, a meter is also available. When the refrigerator is paid for the meter can be disconnected and used in the sale of another machine. The intended price is $25.—*Electrical Merchandising,* November, 1931.





Star-Rite Heat Convector

Either hot or cold air, as desired, is distributed quickly over a wide area by the new "Star-Rite" Heat Convector brought out by the Fitzgerald Manufacturing Company, Torrington, Conn. In this new device, cold air is sucked up from the floor, heated and electrically fanned in a gentle breeze to all parts of the room.

The Convector is equally efficient as an air cooler, for the fan can be operated separately. It has high lustre brown finish, with antique gold-brown trim. It is intended for wall outlet connection and its rating is 1660 watts, 115 volts (optional rating, 1320 watts) with induction type motor that causes no radio interference. The dimensions of the Convector, overall, are 12½ in. long, 15 in. high, 10 in. wide. Intended retail price, $13.50.—*Electrical Merchandising,* November, 1931.

Index Correction

Under the heading "Cleaners," there were errors in the listing of the Hoover Company, North Canton, O. The corrected listing of their models should read as follows:

Hoover 575; use: general; brush; revolving agitator motor-driven; weight: 17 lbs., 8 oz.; price: $63.50; with 7 attachments $76.

Hoover 725; use: general; brush revolving agitator motor-driven; weight: 17 lbs., 8 oz.; price: $79.50; with 7 attachments $92.

Hoover 900; use: general and commercial; brush: revolving agitator motor-driven; weight: 21 lbs., 3 oz.; price: $97.50; with 7 attachments $110.

Hoover Duster 200; use: dusting; brush: stationary; weight: 10 lbs. 5 oz.; price, $29.75; with 7 attachments $42.25.

Hoover Dustette 100; use: dusting; brush: stationary; weight: 4 lbs. 4 oz.; price $16.50.

Automatic Electric Moth Ball

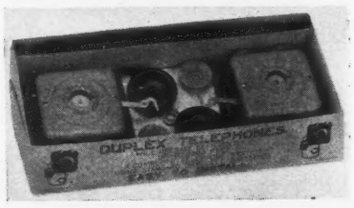
As the first of a line of new products to be issued under its Special Products Division, the Automatic Washer Company, Newton, Iowa, is announcing its new Automatic Electric Moth Ball, an electrically-operated moth-exterminating device. Since acquiring the Sentinel Electric Company of New York City, the Automatic Washer Company has organized this new division for the purpose of manufacturing products other than washers and ironers.

The moth exterminator operates from the lighting circuit and consists of a metal base or container of copper, 5 in. in diameter. A small light bulb in the base generates the slight amount of heat necessary to liquefy and vaporize the chemical filler into fumes. The filler is made from a special formula and gives approximately 250 hours of continuous operation. The device consumes only 15 watts and costs but a few cents monthly to operate. The heated vapors kill the flying moths which lay the eggs and also the larvae when they hatch out. The vapor, while destructive to moths is not otherwise injurious and does not strain or discolor. —*Electrical Merchandising,* November, 1931.

* * *

Duplex Telephone Set

Designed to operate efficiently up to 1,000 ft., is a "Duplex" telephone set, developed by the Connecticut Telephone & Electric Corporation, Meriden, Conn. The telephone set is operated by two dry batteries at each phone, connected by the necessary length of wire. No special knowledge is required for the installation. The cases are of heavy gauge steel, finished in light green Duco. The intended list price of the telephone set is $7.50. It is guaranteed by the manufacturer for one year against electrical or mechanical defects.—*Electrical Merchandising,* November, 1931.



Gilbert Rubber Heating Pad

For the application of moist heat, a new rubber-covered heating pad has been developed by the A. C. Gilbert Company, New Haven, Conn.

Size of the pad is 12½ in. x 14 in. The pad is waterproof and has three controlled degrees of heat, the switch being so arranged that it can be regulated in the dark. In this pad, should the element burn out or rubber bag deteriorate, they can be easily replaced. The intended retail price of this B220 Electric Healing Heating Pad is $4.95.—*Electrical Merchandising,* November, 1931.

* * *

Under-Bed Night Light

Softly lights the floor around the edge of the bed, yet keeps the room in semi-darkness, enabling one to move about without disturbing other occupants of the room. This "Play-O-Lite" under-the-bed night light brought out by the O. C. White Company, Worcester, Mass., clamps to the lower cross piece at the head of metal beds or at the bottom of wooden headboards. A pendant switch hanging over the head rail within easy reach controls the light. It is finished in ivory or white lacquer and is listed at $6.45.—*Electrical Merchandising,* November, 1931.

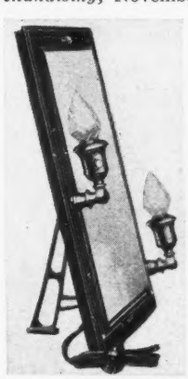
* * *

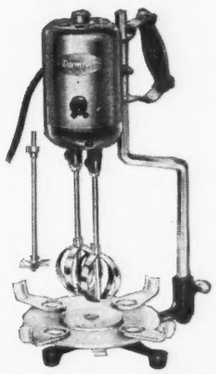
Illuminated Mirror

Another model of "Edge-Lite" announced by the Henkel "Edge-Lite" Corporation, 900 North Franklin Street, Chicago, Ill., is the "Co-Ed."

This new illuminated mirror is adapted for standing on dressing table or hanging on the wall just above the dressing table.

The mirror is furnished with a substantial metal easel which can be converted into a wall hanger. It is equipped with 8-ft. cord for connection to any lighting circuit. Standard finishes of the mirror frame are black, green, Chinese red, gold and silver. The intended retail price is $19.50.—*Electrical Merchandising,* November, 1931.



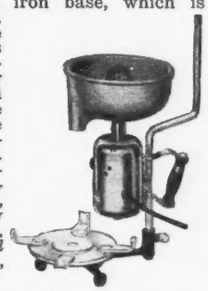


Dormeyer Mixer

Just at the holiday season comes the announcement of the new Dormeyer mixer, with mixing, juice extracting and drink mixing facilities.

The new mixer, which is listed at $18.75, is entirely portable, yet for additional convenience is furnished with a stand to which the mixer can be attached and detached instantly. A ball bearing and adjustable turn-table permits the use of any size mixing bowl from the largest to the smallest. No special bowls are required. Adjustable fingers, with ratchet control, hold the bowl in place and prevent tipping.

A universal motor operates the unit, which is instantly convertible to a juice extractor and drink mixer. The mixer is chromium plated, with the exception of the malleable iron base, which is black enameled. The machine rests on cushions of rubber to eliminate possibility of vibration and to permit its use on porcelain table tops without sliding or slipping. The A. F. Dormeyer Manufacturing Company, 2640 Greenview Avenue, Chicago, Ill. — *Electrical Merchandising,* November, 1931.



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Sunkist Jr. Extractor

A new "gift" model of "Sunkist, Jr." fruit juice extractor, for holiday selling, has been announced by the California Fruit Growers Exchange, 900 North Franklin Street, Chicago, Ill.

The body of this new extractor is finished in lustrous black, the bowl is of jade green glass and the extracting bulb of ivory betelware. A new and more attractive name plate adds to the smartness of this new model.

The intended retail price of this new model is $13.75. The regular "Sunkist Jr." with the gray-blue finish and white bowl has been reduced from $14.95 to $11.95.—*Electrical Merchandising,* November, 1931.

Wakefield Sunlight Lamp

Designed for use with the new S-2 ultra violet Mazda bulb is a new sunlight lamp—a table model, brought out by the F. W. Wakefield Brass Company, Vermilion, Ohio.

The distinctive mechanical feature of this unit, it is explained, is a double-shell reflector with air space between, the inner shell being the reflector proper and the outer shell being an ornamental housing. This double-shell reflector is suspended in a yoke on swivel joints which allows it to be tilted at any angle, and these swivels have just sufficient tension to hold it firmly in the selected position.

This new lamp is of graceful design, of substantial construction and has plated bronze finish. Intended retail price, $34.50.—*Electrical Merchandising,* November, 1931.

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Utility Washer

As the first of a general line of "Utility" washers and ironers, Major Appliances, Inc., Peoria, Ill., is announcing a new low-priced washer. This new washer is to be sold on a C.O.D. policy only, to save overhead, carrying charges, credit losses and collection expense. No consumer advertising campaign is contemplated, since the policy of the new company is to carry a minimum of selling overhead.

R. W. Gorham, formerly general sales manager of Altorfer Bros., is President and Treasurer of the new Company. The idea for the new washer and its sales policy was obtained by Mr. Gorham through contact with dealers in all parts of the United States.

This new wringer-type washer is a full-size machine, with full speed, aluminum agitator, heavy Armco porcelain tub, standard gear assembly and case-hardened parts, Westinghouse motor and finish of three-tone green. "You name the quantity, we'll name the price," states the manufacturer's literature.—*Electrical Merchandising,* November, 1931.

Star-Rite Carbon Arc Lamp

The Fitzgerald Manufacturing Company, Torrington, Conn., is announcing a new carbon arc lamp, scientifically designed to produce both ultra violet and infra red rays. The lamp operates on 110-120 voltage, a.c. or d.c. It is rated at 800 watts, and is intended for use on wall outlet only.

Each lamp is equipped with two sets of Eveready Sunshine carbons, 6 mm., 3 in. long, which burn to within ½ in. of their ends, operating approximately 50 min. A set of goggles is provided.

The lamp is of table type and is listed at $5.95. A sturdy, nickel-plated tripod (listing at $5), is available if it is desired to convert the lamp into a floor model. The tripod is adjustable to various heights and on it the lamp can be tilted to any desired angle.—*Electrical Merchandising,* November, 1931.

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Price Reduction on *Premier Duplex* Cleaner

Through a combination of new money-saving manufacturing methods and other savings due to lower costs of raw materials and in line with its policy of passing such savings along to the customer, the Premier Vacuum Cleaner Company, 1734 Ivanhoe Road, Cleveland, Ohio, is announcing a reduction of $10.50 in the price of its Model 99 Premier Duplex cleaner. The new price is $49.50. The quality of the cleaner, the Company points out, remains exactly the same throughout.—*Electrical Merchandising,* November, 1931.

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Goodrich Wringer Rolls

Wringer rolls of variegated mottled rubber, or in plain white rubber are now being offered by the B. F. Goodrich Company, Akron, Ohio. The mottling can be had in various colors. This new treatment not only imparts novelty to the appearance of the rolls but also provides a safety feature by indicating when the rolls are turning.

An attractive paper wrapper enclosing the rolls not only protects them but provides an added attraction to the washer when displayed on the dealer's floor. The roll, the wrapper states, is not only made of the best live rubber but also with Goodrich Agerite, an age-resisting compound which keeps rubber from oxidizing in much the same way as chromium keeps steel from rusting. The rubber is attached to the steel shaft by the Goodrich Vulcalock process which unites soft rubber directly to the steel, no layer of hard rubber being used, thus resulting in a roll designed to keep indefinitely its deeper, thicker cushion and greater resilience, the Company explains.—*Electrical Merchandising,* November, 1931.

30-Watt *Mazda* Lamp—15c.

Primarily designed for decorative service yet adapted to general illumination use, is a new 30-watt Mazda lamp, announced by the General Electric Company, Nela Park, Cleveland, Ohio.

The design life of the new lamp is 600 hours, a standard previously recognized for decorative service. The lamp is small and spherical in shape, and is supplied in two voltages only, 115 and 120, and in colors of ivory, flametint, rose and red, as well as white and the regular inside frost. The intended retail price of this new lamp is 15c.—*Electrical Merchandising,* November, 1931.

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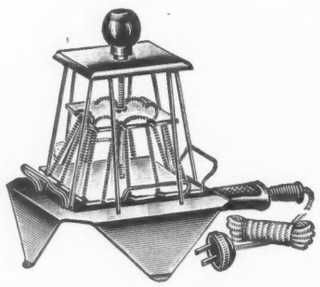

4-Slice Toaster

The White Beauty Electric Company, Inc., 4416-24 North Western Avenue, Chicago, Ill., is bringing out a new low-priced, 4-slice toaster, No. 258.

The toaster is made of heavy gauge metal, plated or finished in colored enamel. Terminals are carefully insulated, the manufacturer points out, and the connections under the toaster are covered.—*Electric Merchandising,* November, 1931.

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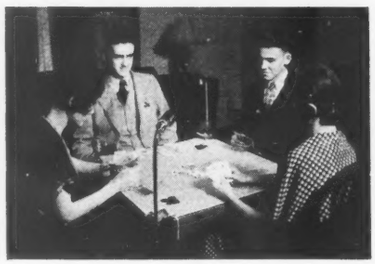
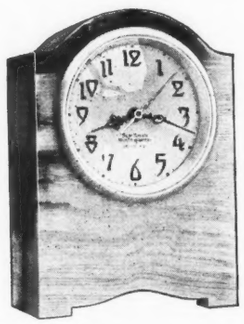
GE Illuminated Bridge Table

To meet the long felt need of adequate lighting for bridge players, General Electric Co., Nela Park, Cleveland, Ohio, has designed a novel illuminated bridge table, with the lighting equipment built in as an integral part of the design. Two diagonally opposite legs of the table carry the lighting fixtures. Small sections of nickel plated pipe, with thumb screw joints for adjustment, support lamp sockets and trough reflectors, which accommodate 25 watt mazda lamps. The lamps and reflectors are located slightly below the eye level, directing the light on the playing area and concealing it from the eyes of the players, resulting in a uniform distribution of light. Ashtrays have been provided and a cigarette lighter may be attached to a receptacle provided therefor. The entire equipment may be folded away—the legs to which the lamps are fastened turn under, adjustment of the thumb screws on the fixtures permits the complete assembly to lay snugly against the bottom of the table, and the electric cord may be wound on two hooks provided.—*Electrical Merchandising,* November, 1931.





New Haven-Westinghouse Clock

One of the models in the new line of New Haven-Westinghouse clocks is the "Don Garcia" illustrated, which has case of beautifully-marked onyx in golden cream with green and brown shadings. It has 3½-in. silvered dial and the case is 7½ in. high, 5 in. wide. The intended retail price is $27.50.—*Electrical Merchandising,* November, 1931.

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Frigidaire Price Reductions

Price reductions on all Frigidaire products, with the exception of the new line of electric water coolers, has been announced by the Frigidaire Corporation, Dayton, Ohio. These reductions affect all Frigidaire equipment for groceries, butchers, florists, delicatessens, soda fountains, dairies, ice cream cabinets, hotels, hospitals, apartment house refrigerators and also the line of household models including the eight Lifetime porcelain-on-steel models.—*Electrical Merchandising,* November, 1931.

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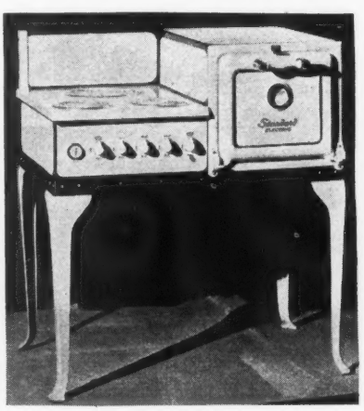
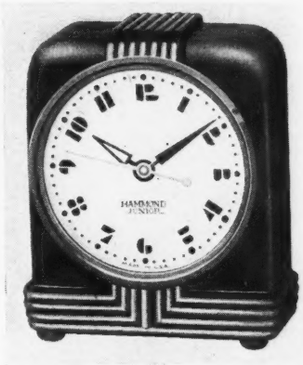


Standard Range

A new model—360BU, in the low price class of ranges is being offered by the Standard Electric Stove Company, Toledo, Ohio.

In this new range, the oven is 14 in. wide x 11½ in. high x 18 in. It is aluminum lined with recessed burners and with temperature control and timer on order. Surface burners include two 6-in. and one 8-in. burners of either open or enclosed type or any combination of open and enclosed type. Dimensions of the range are 36 in. wide, 26 in. deep. Shipping weight, 175 lb. The range is furnished in either left or right hand oven and the finish is white with chromium trim.—*Electrical Merchandising.* November, 1931.



Hammond Clocks

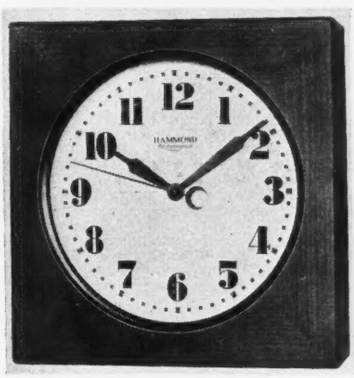
Among the new models of electric clock announced by the Hammond Clock Company, 2915 North Western Avenue, Chicago, Ill., are two new synchronous clock models, the "Beacon" and "Garland," brought out to meet the demand for reliable, small and low-priced electric clocks.

The "Garland" is a miniature kitchen wall clock, with white, green or blue metal case only 5⅜ in. wide. Its retail price is $4.75. It is an especially good model for the modern small kitchen.

The "Beacon" is mounted in a black or walnut bakelite case, 4⅜ in. high, 3½ in. wide. It is listed at $3.50.

Two new models are also offered in the "Bichronous" line,—two models designed for commercial and industrial use.

These new "Bichronous" models are of the wall type and are named "Clarion" and "Sentinel" respectively. The former has brown mahogany case, modern 12 in. square dial and retails for $22.50. The "Sentinel" has 14 in. dial and case of walnut, mahogany or light oak. It is listed at $30.—*Electrical Merchindising,* November, 1931.



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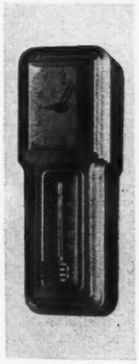
Electric Clock Thermostat



An electric clock with synchronous, self-starting motor is now a feature of the Minneapolis - Honeywell thermostat. Plain thermostats, or clock thermostats of earlier pattern, can be easily replaced by the electric clock thermostat, the Minneapolis-Honeywell Regulator Company, Minneapolis, Minn., announces.

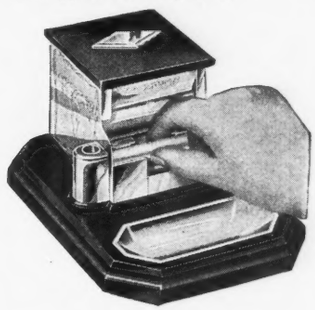
The Week-end and Holiday Shut-off, Nite Switch and Low Limit Control Cut-Out, are also available with the electric clock thermostat models.—*Electrical Merchandising,* November, 1931.

Sunbeam Smokemaster

For a holiday gift that is unique and "different" we suggest the new "Sunbeam Smokemaster," a brand new luxury for smokers.

Not only does this novel device select and serve cigarettes automatically, but each cigarette is completely lighted when it is taken from the cabinet—glowing at the tip and ready to smoke.

The "Smokemaster" is a practical and smart table or desk accessory, being as it is, of modern design and finished in lustrous black bakelite combined with brilliant chrome plate, conventionally engraved. It is furnished complete with snuffer and removable ash tray. Its height is 4 in., length 7⅓ in., width 5½ in. Intended retail price, $6.50. Manufacturer: Chicago Flexible Shaft Company, Roosevelt Road and Central Avenue, Chicago, Ill.—*Electrical Merchandising,* November, 1931.



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New *Magic Maid* Mixer

The new "Magic Maid" mixer-beater-juice extractor of the Fitzgerald Manufacturing Company, Torrington, Conn., includes many new, outstanding features. Among these new features are the heavy-duty, multi-speed motor; new type adjustable standard; automatically revolving 3¾ qt. opaque glass mixing bowl and smaller bowl to match; chromium plated beaters, instantly detachable; extra long single beater for mixing drinks; complete juice-extracting attachment to match the mixing bowls; and the jade green finish throughout.

In this new model, the mixing unit may be detached and used anywhere, a convenient handle being provided. Tne intended retail price, east of Denver, $19.50.—*Electrical Merchandising,* November, 1931.

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Nek-Tie Iron

The electric necktie iron of the Ser-Val Products Corporation, 1060 Broad Street, Newark, N. J., is made in the exact shape of the necktie. It is thermostatically controlled. Slipped into the tie, the tie is pressed from the inside, the iron never touching the outside finish of the tie, thus preserving its new, fresh appearance.

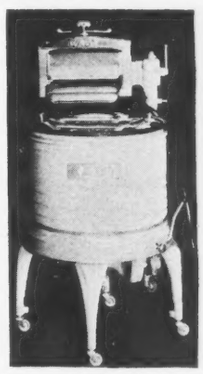
The iron is made of aluminum with a handle of Bakelite. It has a special engraved front, with mottled effect. Space is provided on its face for a monogram. Intended retail price, $1.95. —*Electrical Merchandising,* November, 1931.

Two New *Easy* Washers

Two new wringer-type washers have been announced by the Syracuse Washing Machine Corporation. Syracuse, N. Y.—Model 3F, which, it is announced, will sell at the lowest price ever placed on any "Easy" washer, and the Model 4F, designed to sell in the intermediate price field.

Model 3F is a wringer-agitator type of washer with the following features: Special design wringer with balloon type rolls, family size capacity, standard "Easy" agitator gear case and new "Easy" agitator. The finish is mottled gray porcelain enameled tub with satin silver base, legs and wringer.

Model 4F includes these extra features: "Easy" electric pump to empty tub, bigger wringer with bigger, softer balloon rolls, bigger agitator and greater capacity, standard "Easy" agitator gear case. Finish is "Easy" beige porcelain enameled tub and French gray base, legs and wringer.—*Electrical Merchandising,* November, 1931.



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Copeland Beverage Vending Machine

Copeland Products, Inc., Mount Clemens, Mich., is announcing a new automatic, coin-operated beverage vending machine.

This new machine vends fruit juice and is an adaptation of the "Copeland" standard water cooler. The manufacturer explains that in place of the regular faucet of the water cooler is a simple, rugged attachment that enables the machine, which is offered at a moderate price, to do the work of machines costing as much as several thousand dollars. The new "Copeland Auto-Fount" is compact in size, occupying a floor space of only 17 inches square.—*Electrical Merchandising,* November, 1931.

New Electrical Merchandise

Lionel Range

Suitable in size for the kitchenette apartment, bungalow or other installation where space is at a premium, is a new electric range announced by the Lionel Corporation, 15 East 26th Street, New York City.

The range is equipped with oven units and two surface units. It can be operated from a wall outlet since two specially-designed heater switches mounted back of the front panel so control the burners that any one burner may be used alone or in conjunction with any other. Both oven units or both surface units or one oven and one surface unit may be operated simultaneously. Each of the units is rated at 660 watts at 110 volts.

Finish of the range is two-tone porcelain enamel with chromium trim. The interior of the oven, to facilitate cleaning, is finished in porcelain enamel.

The intended retail price of this new range, No. 456, is $35.—*Electrical Merchandising,* November, 1931.

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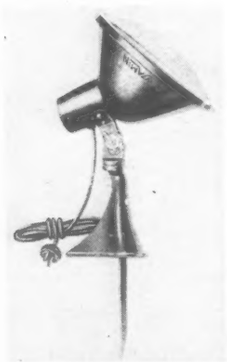

Benjamin Floodlights

Two new floodlights designed to meet a majority of the smaller type of ornamental and utilitarian floodlighting jobs, have been brought out by the Benjamin Electric Manufacturing Company, Des Plaines, Ill.

One of the new floodlights is of 150-200 watt capacity and the other, the "Junior" model, of 75-100 watt capacity. Both are of weather-resisting type. A removable spike which extends 6 in. below the floodlight base, is provided for easy ground mounting. To speed relamping, a clever locking arrangement is provided. Universal adjustment permits the placing of the unit in any desired horizontal or vertical position.

Diameter of the reflector of the larger unit is 10¾ in.; Junior model, 8½ in. Intended list price of the larger model is $12.85 in clear or stippled glass cover, $13.85 with colored glass cover. The Junior unit is $5.85 and $6.75, according to cover.—*Electrical Merchandising,* November, 1931.

Nesco Casserole

Many interesting features are incorporated into the new "Nesco" electric casserole brought out by the National Enameling & Stamping Company, Inc., Milwaukee, Wis.

The cooking vessel or pot is porcelain enamel. It is set into the outer body surrounded on the sides by the heating units, outside of which is a ⅜-in. wall of mineral wool fibre insulation for retaining of heat. The bottom has a 1½-in. thick insulation of mineral wool also. The porcelain enameled cover sets into a depression or groove in the turned flange of the cooking pot. Thus the steam condenses and fills the groove where the cover is set, forming a perfect seal which retains the natural juices and flavors in the food. The casserole has two heats, 325 watts on high and 120 watts on low heat, 110-120 volts.

Finish, ivory and brown or ivory and green. Capacity of cooking pot, 2 qt. Intended retail price, $4.95 in Central and Eastern States; $5.50 in South and West.—*Electrical Merchandising,* November, 1931.

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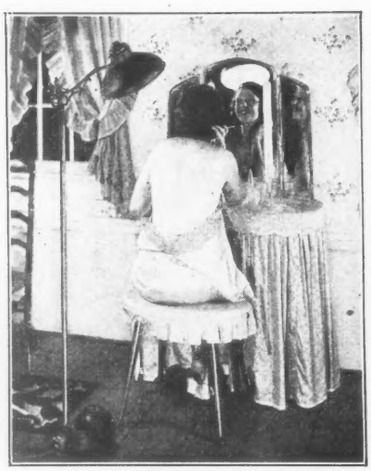
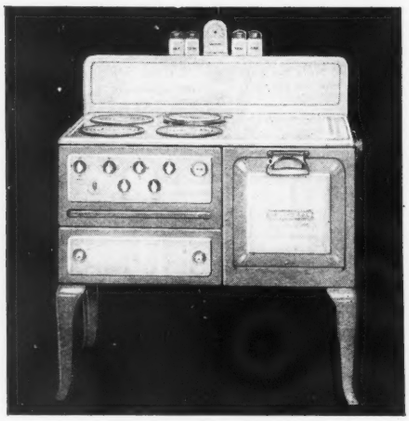
Esrobert Sun Lamp

S. Robert Schwartz & Bro., 160 Varick Street, New York City, is announcing a new sun lamp for use with the S-2 ultra-violet sunshine bulb.

This new lamp is of floor type and is designed along pleasing lines to fit in with home surroundings. Transformer and automatic time switch are located in the base. An ornamental bridge arm, extending 10 in. is adjustable at two points. The reflector, which can be adjusted 39 in. to 55 in. from the floor, is of aluminum.

The lamp may be had with or without automatic time switch, providing automatic shut-off in 20 min., but which can be changed to shorter periods by simply setting switch lever at intermediate positions. Finish of the lamp is English bronze or antique ivory. The intended retail price is $36 for the S-2000 and $41 for the S-2001 with timer. — *Electrical Merchandising,* November, 1931.





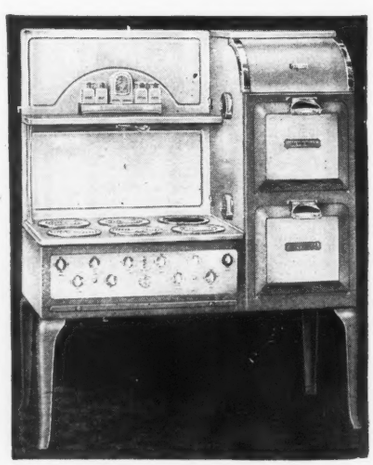
Two New *Universal* Ranges

One of the new electric ranges offered by Landers, Frary & Clark, New Britain, Conn., is a "Table Top" range which, in addition to its cooking facilities, provides a convenient table-top working surface.

This new range is offered in two sizes, with cooking top 41 in. or 43 in. wide, 23⅝ in. deep and 36 in. high, and with oven 14 or 16 in. wide, 14 in. high and 19 in. deep. It may be had with four surface burners, with maximum wattage for the range of 10,110 watts or with three surface burners and an Economy cooker, with rated input of 9,570 watts.

All models are in full porcelain finish, white and French gray or jade green and ivory, with chromium trim. They have automatic oven control with ruby oven heat signal, heavily insulated oven porcelain-lined with shelf type door and commodious warming drawer on roller bearings. Automatic timer and electric kitchen clock and opal glass condiment set may be had at small additional cost.

The other new range, introduced as "the last word in electric cookery," is a double oven range with six surface units, designed for use in large kitchens. Each oven has its own separate heat control. The surface units may be had in open or closed type. All plates are interchangeable and each has three heats. Finish of the range is full porcelain, white with gray and chromium trim. A warming oven, heated by a 550-watt element is also a feature of the range, as is the pull-chain light over the cooking surface, and convenience outlet in the front panel and the extra width of the utility shelf. Maximum wattage of the range is 16,410 watts. Intended retail price is $585.—*Electrical Merchandising,* November, 1931.



New Electrical Merchandise

Hoover Heavy-Duty Cleaner

Under the designation of "Gold Chevron," a new Model 900 Hoover cleaner is being introduced. The new cleaner, the Company states, is a finer, a more enduring cleaner than is required for ordinary household use. The sale of this new cleaner will be directed toward large homes, hotels, stores, offices and institutions, places where a cleaner is subjected to unusually hard use for a number of hours a day.

This new cleaner replaces the old heavy-duty cleaner No. 961 and is listed at $97.50. The Hoover Company, North Canton, Ohio.—*Electrical Merchandising,* November, 1931.

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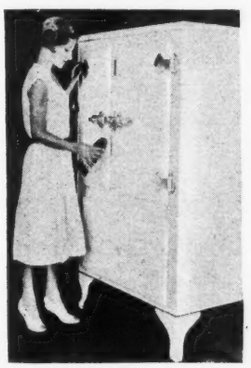

Copeland Refrigerator Has Bottle Opener

One of the new features added to the "Copeland" refrigerator is a bottle opener which is ingeniously combined with the door catch so that it is unnoticeable.

Copeland Products, Inc., Mt. Clemens, Mich.—*Electrical Merchandising,* November, 1931.

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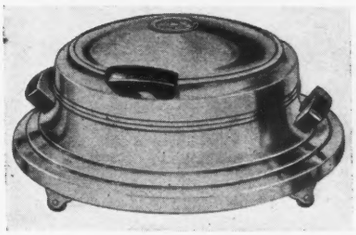
Cook Heat Control

An improved control unit for use with heating plants burning hard fuels such as coal or coke, has been developed by the Cook Electric Company, Chicago.

The entire control consists of a thermostat placed on a living room wall and a control unit in the basement. When the house temperature changes, the thermostat makes an electrical contact and the control unit operates a lever to which are attached chains leading to draft and check doors.

The control has been especially designed for dealer distribution and is made to sell at a popular price. It is easy to install and requires no service. Circulars, window displays, sales manuals and demonstrating cards on the device are available.—*Electrical Merchandising,* November, 1931.



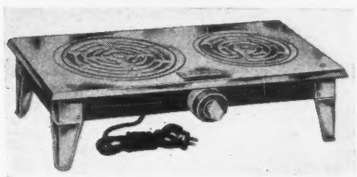
New *White Cross* Products

Three new "White Cross" products announced by the National Stamping & Electric Works are a No. 294 percolator, 401 C.R. chrome-plated, two-burner stove and a 260 C.R. chrome-plated waffle iron.

The percolator is of 7-cup capacity and is made of seamless solid copper with fountain spray pump and metallically sealed moisture-proof heating element. The percolator is listed at $6.30; 4-piece, chromium percolator set, $15.

The waffle iron has heat indicator, batter groove, air chamber heat insulation, 8¼-in. grids. Intended list price, $8.50.

The 401 C. R. stove has bevel-edge protruding top. It is rated at 1,100 watts. A single, 4-station switch controls the heat at both burners. First station operates the 7-in. left burner at 1,100 watts, second station, 550 watts, third operates both right and left burners at 550 each and fourth station, off. Size of the stove is 10 in. x 19 x 5½ in. With chromium-finished top and legs, the intended list price is $7.—*Electrical Merchandising,* November, 1931.



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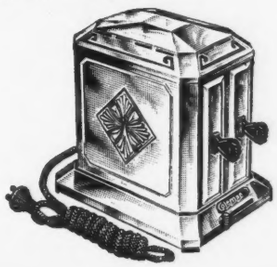
Coleman Toaster and 1000-Watt Iron

Two new appliances have been added to the line of electric household appliances by The Coleman Lamp and Stove Company, Wichita, Kan.

One of these new items is an Automatic Toast Oven, with single lever which automatically operates both the timing device and current switch, turning off the heat when the toast is done. The new toaster toasts two slices of bread on both sides at the same time. It is equipped with sliding toast racks and removable crumb trays, is rated at 575 watts and is listed at $16.50.

The 1,000-watt iron has automatic adjustable heat regulator. It retains the better features of the other Coleman automatic irons, such as smooth chromium surface, button-beveled base, stabilized heel stand, easy grip handle and stream line design. It is made for operation on alternating current, 60 cycles only; voltage range, 110-120. Intended retail price, $9.75.—*Electrical Merchandising,* November, 1931.



American Beauty Washer

The Getz Power Washer Company, Morton, Ill., is announcing a new "American Beauty" washer to retail at $59.95.

Features of this new machine are the Armco iron base, tub of standard capacity with inside and outside finish of two-coat porcelain enamel of emerald green stipple, reversible, swinging wringer, 2-in. balloon rolls, quiet worm gear and segment drive running in oil with compensating adjustments. The new "American Beauty" agitator is described as providing a new washing principle that has a tendency to raise the clothes in a suspended floating position, keeping the clothes and water in loose relation with each other.—*Electrical Merchandising,* November, 1931.

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Kliegl Program Light

One of the novel features to be found in the new Earl Carroll theater is a "program light" installed in the back of every orchestra seat. This new light, developed by Kliegl Bros., 321 West 50th Street, in collaboration with Earl Carroll, provides sufficient illumination. at the touch of a button, for reading of the program.

The light is fitted into the back of the chair without projections of any kind to catch the clothes or bother the patrons passing in or out of their seats. Individual battery service is used for the lamps, thus eliminating the necessity of extensive wiring. A light guard shields the light so that it illuminates only the program held directly below it and does not interfere with black-out scenes or annoy patrons in adjoining seats. — *Electrical Merchandising,* November, 1931.

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United Washer

The United Engine Company, Lansing, Mich., is announcing a new washer, intended to retail at $59.95.

The washer has four-vane high-blade agitator, ¼-in. G.E. motor, 12-in. Lovell wringer with 2¼-in. balloon rolls. The tub is porcelain enamel on Armco iron. It has gear drive, no belts. With Briggs & Stratton 4-cycle engine, this washer retails for $119.95.—*Electrical Merchandising,* November, 1931.

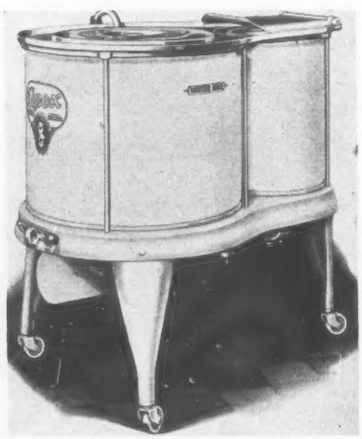
Apex Washers and Cleaners

New additions to the "Apex" line of appliances include two new washers and two cleaners.

The No. 15 washer, made to retail at $59.50, is a wringer-type machine with three vane agitator, Lovell steel wringer, cadmium - plated, rust - proof frame, splash-proof, ¼-hp. marine type motor and full-size porcelain tub.

Model S-4 washer has porcelain washing and drying compartment, the dryer whirling the water from clothes at 900 r.p.m. Dryer is equipped with safety release. Washing action provided by three-vane agitator. Intended list price, $129.50.

Cleaner A-34 is of the straight-suction type and is listed at $19.85. Model B-91 has motor-driven brush. Belt runs out of dirt stream. Bearings are packed in grease. Both models of cleaner have fan case, nozzle and motor housing of cast aluminum with wire brush finish. Intended retail price of B-91, $29.85.—*Electrical Merchandising,* November, 1931.



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Simplex Price Reductions

Among the price reductions on the many "Simplex" appliances are those on the No. 1961 iron and the No. 819T35 toaster. Price reduction on the iron is from $4.50 to $3.95 and on the toaster from $6.50 to $4.95. The Simplex Division of the Edison General Electric Company, 5600 West Taylor Street, Chicago, is now offering a Chromplate finish automatic iron at $6.45 and a new heating pad with a new type micro-control switch which permits minute and gradual change of heat at $7.95. — *Electrical Merchandising,* November, 1931.

Hotpoint Hostess Range

The Edison General Electric Company, 5600 West Taylor Street, Chicago, Ill., is announcing a new range, an advanced 1932 model, "The Hotpoint Hostess." A warming compartment, utility drawer and two appliance outlets are but a few of the many features characterizing the new range. One model is finished in Cairo cream and Cascade green but is also available in white and silver gray finish.—*Electrical Merchandising,* November, 1931.

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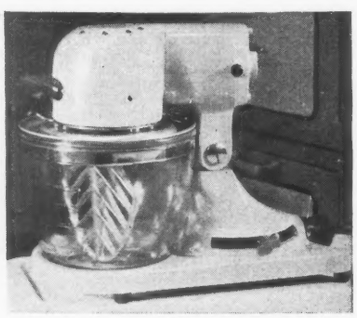
Pantry Pet Mixer

The American Mfg. Co., Dayton, Ohio, recently announced their portable Pantry Pet mixer. It mixes dough, extracts juice, grinds meat, beats and whips. It is equipped with a 5-speed GE motor and weighs only 14 lbs. A feature of this mixer is the self sealing cover, a tight fitting aluminum lid, which makes it possible to operate at all speeds without splashing. The exposed parts are of stainless steel or aluminum, and the base and motor are finished in gray enamel. The intended retail price of the mixer, including a heat resisting glass bowl, dough hook, beater, wire whip, juice extractor and meat grinder is $59.50.—*Electrical Merchandising,* November, 1931.



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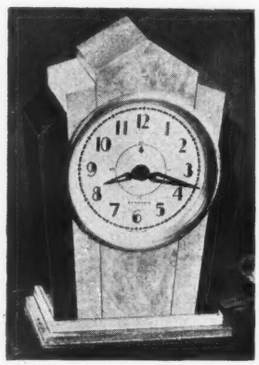
Refrigerated Truck Bodies

A new development in refrigeration, exhibited at the Sixth Dairy Industries Exposition at Atlantic City, October 26 to 31, was a White motor truck with a Copeland refrigerated body. The refrigerating unit in this truck is operated by means of a special automatic gasoline engine which starts and stops according to the temperature variations within the refrigerated truck body, thus giving the same type of automatic refrigeration provided by electric refrigerators in stores and homes.—*Electrical Merchandising,* November, 1931.

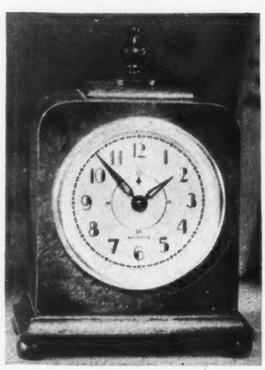


New *Sangamo* Clocks

One of the appealing numbers of the new line of electric clocks brought out by the Hamilton-Sangamo Corporation, Thomaston, Conn., is the "Scottie," named from the little black, short-legged dog that trots so amiably around the clock dial on the unique floating disc marking off the seconds. The "Scottie" is a boudoir or guest-room clock in delicate shades of peach, green or ivory, with case 6 in. high. Intended retail price, $9.75.

Another outstanding model is the "Silverwood" leaning a little to the modern with case made of panels of burled maple, hairwood and ebony. Height 7⅛ in., $17.50.

The "Selden," illustrated above, has case of mahogany with burled maple front and 3½ in. silvered dial. It is 7⅝ in. high and is listed at $15.—*Electrical Merchandising,* November, 1931.



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Royalette Hand Cleaner

"Royalette" is the name of the new hand cleaner announced by the P. A. Geier Company, Cleveland, Ohio.

One of the features of this new cleaner is its rubber nozzle, designed to prevent marring of furniture. The cleaner is equipped with brush. Sprayer for moth-proofing and for use of germicidal liquids and a blower are also included in the price of $15.75.—*Electrical Merchandising,* November, 1931.

BOOTHS *sell* Better Lighting

CONTINUED ON PAGE 7

A practical and inexpensive method of demonstrating lighting and appliances for the central station and the dealer

TOP AND ABOVE: *Close-up views of Home Lighting booths recommended for selling lighting equipment and electrical appliances, in the electrical store of the General Electric Lighting Institute, Harrison, N. J.*

LEFT: *View of the electrical store in the General Electric Lighting Institute, Harrison, N. J., showing the location of Home Lighting booths against wall.*

Sliding Shelves bring food in easy reach; exclusive with General Electric.

All Porcelain Super-Freezer. Sanitary. Open . . . Everything simple and efficient.

All-Steel Cabinets, porcelain lined interiors are acid and stain resisting.

Monitor Top, mechanism sealed-in-steel, never needs attention—not even oiling.

GRACE ELLIS!

Hostess of General Electric's new . . .
Million Dollar Radio Program

•

Another powerful sales stimulus for

GENERAL ELECTRIC

ALL-STEEL REFRIGERATORS

MONDAY, October 12th, General Electric launched its great new million dollar radio activity—over a nation-wide network of 54 stations . . . largest hook-up ever used for commercial purposes.

Every weekday—except Saturday—at noon, eastern standard time, Grace Ellis, General Electric hostess, presents the "G-E Circle", a program which is new, entertaining, different. Internationally prominent women take part. And on Sunday, 5:30 to 6, eastern standard time, Grace Ellis and her "G-E Circle" bring a program of outstanding entertainment . . . great stars of the Metropolitan Opera—Lawrence Tibbett, Rosa Ponselle, Lucrecia Bori, Geraldine Farrar, John McCormack, and others, in a vastly different type of radio broadcast.

Designed to directly and definitely help sell more General Electric Refrigerators, these programs reach thousands of prospects right in your territory. Added to an already powerful year 'round advertising and merchandising activity these radio programs make it still easier to sell the General Electric Refrigerator.

And back of all this intensive, extensive sales promotion is the General Electric All-Steel Refrigerator, with an unparalleled record of performance. An overwhelming public preference, plus the absence of expensive servicing, creates quicker and easier sales for the General Electric . . . and results in greater NET PROFIT for the General Electric Refrigerator Dealer. General Electric Co., Electric Refrigeration Department, Section DE 11, Hanna Bldg., Cleveland, O.

Tune in every week day (except Saturday) at noon E. S. T., and Sunday at 5:30 E. S. T.

WEAF—New York
WEEI—Boston
WTIC—Hartford
WJAR—Providence
WTAG—Worcester
WCSH—Portland, Me.
WLIT—Philadelphia
WFBR—Baltimore
WRC—Washington
WGY—Schenectady
WBEN—Buffalo
WCAE—Pittsburgh
WTAM—Cleveland
WWJ—Detroit
WSAI—Cincinnati
WENR—Chicago
KSD—St. Louis
WOC—Davenport
WHO—Des Moines
WOW—Omaha
WDAF—Kansas City
KSTP—Minneapolis—St. Paul
WTMJ—Milwaukee
WEBC—Duluth—Superior
WDAY—Fargo
KFYR—Bismark
WIBA—Madison
WRVA—Richmond
WPTF—Raleigh
WJAX—Jacksonville
WELA—WSUN—Tampa, Clearwater
WIOD—Miami
WHAS—Louisville
WSM—Nashville
WMC—Memphis
WSB—Atlanta
WAPI—Birmingham
WJDX—Jackson
WSMB—New Orleans
KVOO—Tulsa
WKY—Okla. City
KTHS—Hot Springs
WFAA—Dallas
KPRC—Houston
WOAI—SanAntonio
KOA—Denver
KSL—Salt Lake City
KGO—San Francisco
KFI—Los Angeles
KFSD—San Diego
KTAR—Phoenix
KGW—Portland, Oregon
KOMO—Seattle
KHQ—Spokane

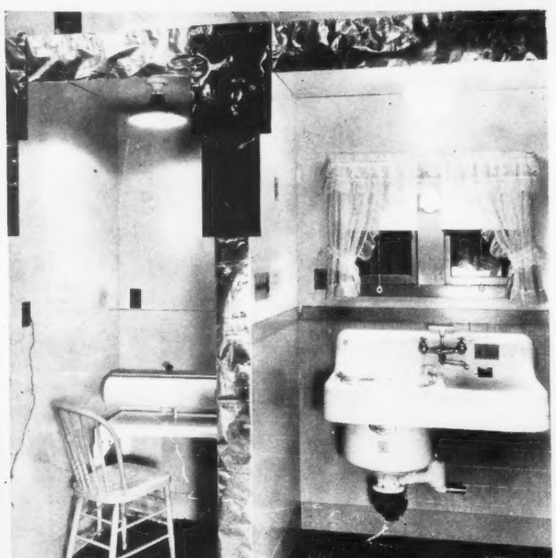
DOMESTIC, APARTMENT HOUSE AND COMMERCIAL REFRIGERATORS, ELECTRIC WATER COOLERS

BOOTHS—*sell* Better Lighting

CONTINUED FROM PAGE 69

Model rooms represent an ideal method of demonstrating lighting effects for the merchandising of better wiring, lighting fixtures, portable lamps. However, such a display requires considerable floor space, relatively high initial investment. Because of this, many central stations, dealers, have continued to sell lighting equipment in the same manner as it was sold when the lighting was a negligible factor, the fixtures everything. In lieu of demonstration rooms, small booths constructed of composition board, can be used with marked success for the merchandising of fixtures, lamps, wiring, and electrical appliances.

LILLIAN EDDY, Home Lighting Specialist,
General Electric Company



TOP: *Hollow square setup of Home Lighting booths in the Merchandising Department of the New York Power & Light Corporation in Albany, N. Y.*

ABOVE: *Kitchen and laundry booths of the New York Power & Light Corporation exhibit, illustrating the use of electrical appliances to suggest the type of room being represented.*

LEFT: *A section of the booth display devoted to the merchandising of portable lamps. Note the illuminated individual compartments for displaying shades.*

In the Month's News

CURTIS

Succeeding his father, Augustus D. Curtis, lighting pioneer, Kenneth Curtis becomes president of Curtis Lighting, Inc.

Munger Awarded McGraw-Hill Contractor-Dealer Prize

Developed Ethical Code for Hudson Valley Contractors

At the meeting of the Association of Electragists-International at Hot Springs National Park, Arkansas, the Contractor-Dealers medal and purse for 1931, given under the James H. McGraw Award, was presented to George D. Munger, with a citation. This is in recognition of his constructive contribution to the advancement of the Contractor-Dealer Branch of the Electrical Industry by demonstrating in seventeen communities of the Hudson River Valley a practical plan for promoting the prosperity of the local contractor by organizing the progressive members of the trade to higher standards of service as "Certified Electric Contractors."

The Committee of Judges which awarded the medal to Mr. Munger consisted of T. H. Joseph, L. C. MacNutt, S. J. O'Brien and W. J. Wheeler.

In 1926 the medal and purse were awarded to L. K. Comstock; in 1927 to Joseph A. Fowler; in 1928 to N. Jay Biddle; in 1929 to John H. Kuhlemeyer; in 1930 to Louis Kalischer. In 1925 no contractor-dealers award was given.

Burton Goes to Hardware Concern

Frank V. Burton, who resigned last spring as sales manager of Weber Electric Company, Schenectady, N. Y., and who had previously been for many years general sales Manager of Bryant Electric Company, Bridgeport, Conn., is now sales manager of Bridgeport Hardware Manufacturing Corporation, Bridgeport, Conn.

Timken-Detroit and Silent Automatic Merge

Haldeman Finnie to Be Vice-President and General Manager

The consolidation of The Timken-Detroit Company and the Silent Automatic Corporation to become effective January 1, 1932, was announced on October 3 by Haldeman Finnie of The Timken-Detroit Company who will be vice-president and general manager of the new concern. The Timken Silent Automatic Company will be the name of the new company.

Manufacturing will be carried on in the Timken plant as soon after the first of the year as possible. No change in burner models is in view.

The companies will operate as separate units until the first of the year, but with a community of interest not found in competitors. In some territories, Timken factory branches will be given the sales rights of certain Silent Automatic products. Timken now has 13 factory branches and Silent Automatic has 7.

Active management of the Timken Silent Automatic Company will be vested in Fred Glover, president; Haldeman Finnie, vice-president and general manager; J. L. O'Brien, assistant to the general manager; E. V. Walsh, general sales manager; R. S. Beale, sales manager, wholesale division; T. A. Crawford, advertising and sales promotion manager; F. O. Cole, general service manager; F. M. Jordan, assistant general service manager; M. A. Powers, chief engineer; and R. W. Beckett, assistant chief engineer.

Walter F. Tant, president and Karl B. Segall, vice-president of the Silent Automatic Corporation will both retain a substantial financial interest in the new company and will assist in shaping policies in their respective departments, sales and engineering.

A. M. Dodd of Horton Dies

Arthur Morgan Dodd, 47, general manager of the Horton Manufacturing Company, Fort Wayne, Indiana, died suddenly from a heart attack, September 24th. Mr. Dodd had spent the day at his office.

Mr. Dodd had been with the Horton Manufacturing Company since 1922 and his energy and ability are credited with bringing the company to its present high position in the industry.

Prior to his association with Horton, Mr. Dodd was with the Commonwealth Edison Company of Chicago. He was also at one time with the Lord Thomas Advertising Agency.

GORHAM

For the past 10 years sales manager Altorfer Bros. Co., R. W. Gorham now becomes president and general manager of Major Appliances, Inc.

Westinghouse Lighting Institute Acquired by New York E. A.

Simultaneous announcement has been made by the Westinghouse Lamp Company and the Electrical Association of New York of the acquisition by the latter of the Westinghouse Lighting Institute in Grand Central Palace, effective October 1, 1931.

Negotiations toward this and following the unanimous approval of the Board of Governors, have been in progress for some time by Clarence L. Law, president of the Electrical Association of New York and general commercial manager of The New York Edison Company, who initiated the plan. This was made possible by the generosity of the Westinghouse Lamp Company who offered to contribute their Institute, without cost, in carrying forward the co-operative Industry program of the Association.

Ralph Neumuller, former director of the Westinghouse Lighting Institute and for many years closely identified with the electrical industry of the metropolitan area and particularly with The New York Edison and the United Electric Light and Power Companies in advertising and merchandising capacities, will assume the managing directorship of the Association, supervising both its market development and Electrical Institute activities.

Electric Sprayit Buys G-V Sprayer

The Electric Sprayit Company of South Bend, Indiana, has purchased the hand sprayer business of the G-V Sprayer Company with plants at Wichita, Kansas, and Lebanon, Tenn.

JACOBS

Succeeding A. C. Watt of Commonwealth & Southern, Morris E. Jacobs of Omaha, Nebraska, is the new chairman of N.E.L.A.'s Electric Refrigeration Bureau Plan Committee.

Shumaker Resigns RCA-Victor Presidency

With Victor Company Since 1904

Mr. David Sarnoff, President of the Radio Corporation of America, today announced the resignation of Edward E. Shumaker as President of its subsidiary, the RCA Victor Company.

The resignation was accepted by the RCA Victor Company Board to become effective as of January 1st, 1932.

Mr. Shumaker's resignation brings to an end twenty-eight years of service in the home entertainment industry, he having joined the Victor Talking Machine Company in February, 1904.

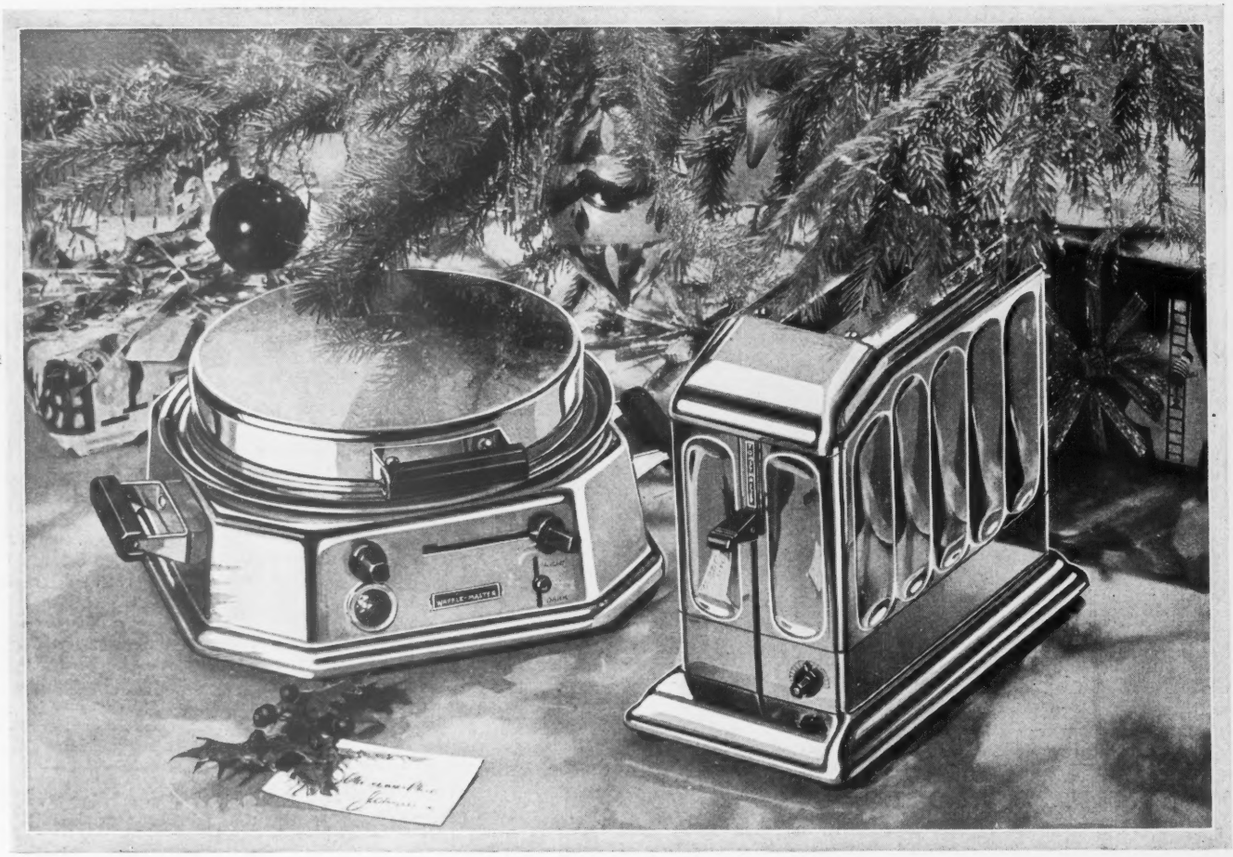
Plans for New $550,000 Jefferson Electric Plant

Announcement was made recently of what is claimed to be the largest industrial development in the Chicago area during 1931. Jefferson Electric Company purchased a 19-acre tract in Bellwood, a western suburb, on which it will erect at once a $550,000 manufacturing plant. This will house in one building their two Chicago plants now at 15th and Laflin Streets and at Congress and Green Streets, and will care for their entire business with the exception of its Canadian subsidiary in Toronto. The company now employs approximately 1,800 and the new plant will have facilities for 3,000 workers.

Kelvinator Retires 6% Gold Notes

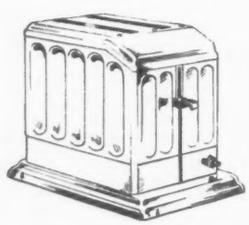
On September 30, Kelvinator Corporation retired all of its remaining outstanding 6% Gold Notes, due in 1936, at the call price of 105.

WHY MAKE THEM



PERFECT TOAST • PERFECT WAFFLES

that almost make themselves



With Toastmaster, toast practically makes itself. Put in the bread, press one lever. When the toast is done, up it pops and off goes the current. Toastmaster Toast is better toast. 1-slice Toastmaster — faster than most other 2-slice toasters — makes more than enough toast for the average family — $12.50. For greater capacity — 2-slice Toastmaster — $17.50.

TOASTMASTER

AUTOMATIC ELECTRIC TOASTER

(MADE UNDER STRITE PATENTS)

With Wafflemaster, waffles, too, almost make themselves. You never have to guess whether it is ready. A tiny light tells you when to pour in the batter. And you never have to look to see whether the waffle is done. The light tells you when to take the waffle out. Wafflemaster is always at the right temperature for the next waffle. It never cools off or overheats. A useful daily convenience — $14.50.

WAFFLEMASTER

MAKES WAFFLES AUTOMATICALLY

(A TOASTMASTER PRODUCT)